

SOFTWARE CONSULTANCY CASE STUDY

How SEO and content marketing can deliver a fivefold increase in sales lead generation.



AT A GLANCE

- Full website audit
- Keyword research
- Content calendar
- On-site SEO
- Off-site SEO
- Technical SEO
- Backlink campaign
- 40+ blog posts
- 45,000 words



We helped our client achieve

*“The Best Day
Ever For Leads!”*

*since starting the business
in 2007.*

THE STORY

We worked with a client in the software consultancy industry over a 12-month period to increase organic impressions by 200% and leads by 517% using SEO and content marketing.

THE BRIEF

Following the launch of their new website we were approached by the team to provide SEO support to drive more organic traffic and generate more leads.

We started with a full audit before creating a comprehensive SEO and content plan that detailed the overall digital marketing plan, keyword research, the content marketing calendar, content ideas, backlink tracker and a technical SEO log.

RESULTS

517% Increase In Leads

Using Google Analytics we tracked the number of leads generated had increased by 517% YOY.

Position #1 Rankings

We increased the rank for key target terms some of which got the #1 position and appeared in 'People also ask' drop-down results.

200% Increase In Impressions

Using Google Search Console we tracked an increase in impressions and clicks of 200% over a 6-month period.

5% Increase In Organic Traffic

Organic traffic is growing at 5% per month YOY and domain authority has increased over the past 12-months.