

SAAS COMPANY SEO CASE STUDY

Overview

This is a software as a service business with big contracts. Even though most of the terms they want to target have small search volume, it's OK because they are very valuable keywords. Just 1 conversion for them means big money.

This site had a pretty good amount of content, full pages, a blog, but they just weren't seeing the rankings.

Audit

This site had no previous penalties. It did have some previous traffic, but it wasn't growing. There was no over optimization, and overall they just didn't have enough link juice! We wanted to increase their link equity, as well as continue making sure they got consistent content.

Easy Wins

This site had good content, a few first page rankings, but this is such a lucrative industry just getting a few more clients could easily mean \$100k+ a year difference per client – Some of the PPC costs were up to \$130 per click! We found 114 terms with volume between 10-40 a month, with an average CPC of \$20! The majority of these terms were on page 2-3. We knew from the beginning we probably wouldn't see impressive traffic graphs for easy wins, but it would be lucrative!

Competitive Gap

We found 301 terms between 300 – 10,000 searches a month, all with CPC. However this is a competitive space, and there were lots of brand names in there. Even with that said, there were lots of gems in there and we shared these ALL with the client.

Strategy

This was a pretty sound BrandLume X strategy without too many variations. Here's what we did:

Month 1

- 1 Guest Post Service – exact match with easy win keywords
- 1 Guest Post Service – exact match with other easy win keywords
- 1 BrandLume Results – naked, brand, and partial match
- 1 BrandLume Blog Service x 1000 words – exact match from content gap

Month 2 – Same thing without repeating keywords

- 1 Guest Post Service – exact match with easy wins
- 1 Guest Post Service – exact match product page 2 from easy wins
- 1 BrandLume Results – Branded, URL, partial match
- 1 x BrandLume Blog Service 1000 – keyword from content gap

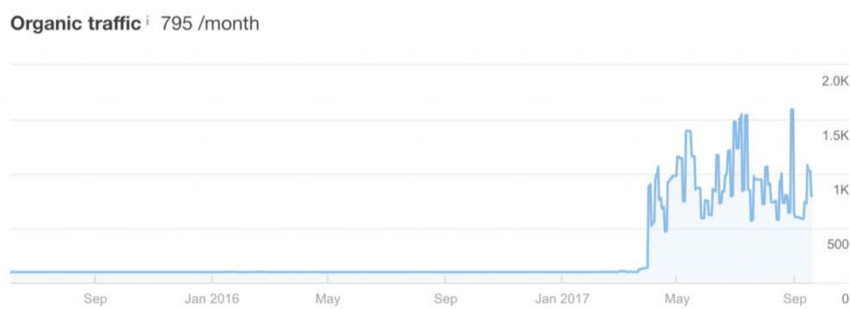
Month 3 – Same thing without repeating keywords

- 1 Guest Post Service – exact match
- 1 Guest Post Service – partial match product page 2
- 1 BrandLume Results – Branded, URL, partial match
- 1 x BrandLume Blog Service 1000 – keyword from content gap

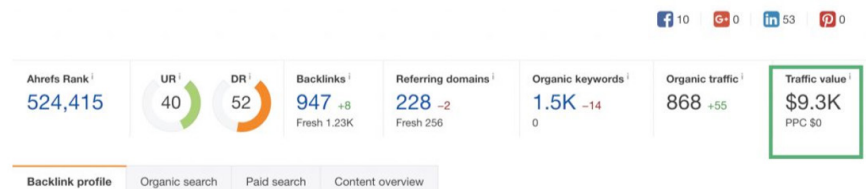
We have only completed 2 months of links and they haven't even taken full effect yet... but look at this huge spike in keyword rankings:



Traffic following suit:



and the \$\$\$:



Takeaway

If you have a good amount of content, but you're not getting ranking, build high quality, diverse links. Remember content + authority links is the key.

Month 4+ starts getting really exciting because we see the results from the linking, have more to target, and can push more to page 1!