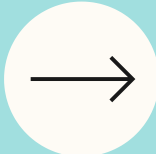


B2B development agency drives 10k+ high value traffic

Presented by: Rahul Pandey



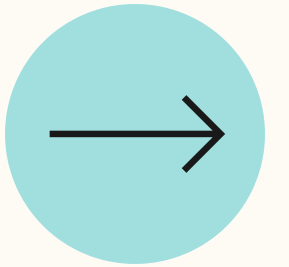
Project Info



Services	Platform	Result
Content Marketing Search Engine Optimization	SEMRush	58% Traffic growth 100K New visitors per month

Project Overview

A leading agile development agency wanted to transition from a referral-dependent lead generation model to a robust, organic inbound system. The organization significantly enhanced its online visibility through strategic SEO and targeted content marketing, generated consistent inbound leads, and established itself as a thought leader in the tech development space.



The Challenge

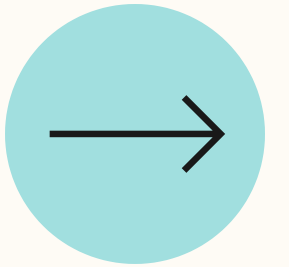
The primary challenge was transforming the agency's lead generation from a purely referral-dependent model to a more robust, scalable, and organic system. The objectives were clear:

- Enhance online visibility and brand awareness.
- Generate a consistent and qualified stream of inbound leads.
- Establish the organization as a thought leader in the tech development space.

Project Execution

Project Scope and Objectives

Crafted a full-funnel growth marketing strategy centered around SEO and targeted content marketing. The project was structured around several strategic pillars:



Comprehensive Competitor Benchmarking:

- Analyzing the SEO strategies of major competitors who have been investing in their online presence for years. This included understanding their content approaches tailored to different decision-making tiers in target organizations.

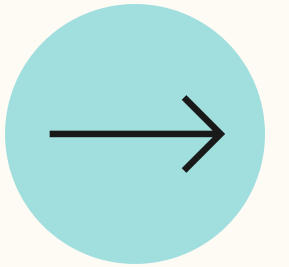
In-depth Keyword Research and SEO Strategy:

- Keyword Identification: Develop a list of primary and long-tail keywords based on the client's inputs and extensive competitor keyword analysis.
- Search Intent Classification: Classifying these keywords into informational, navigational, commercial, and transactional categories to align content with user intent at different stages of the customer journey.

Project Execution

Content Development and Optimization:

Content Strategy Formulation: Creating a diverse content strategy that included thought leadership articles for senior executives and practical guides for technical audiences. Specific topics included:



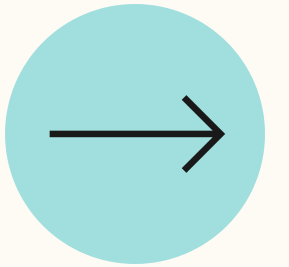
- React Native: 20 content topics around 'React Native' keywords with a potential of 29k monthly search volume.
- React Native and React JS with Redux: 10 content topics around these keywords with a 10k monthly search volume.
- Underutilized Topics: Created content pillars for other heavily underutilized topics with 35k monthly search volumes that competitors were optimizing.

Strategic Content Distribution:

Engaging with a community of developers and content creators to share insights and resources across platforms like Medium, Reddit, and personal tech blogs, broadening their reach and influence.

Project Results

The implementation of the strategic SEO and content marketing initiatives led to remarkable outcomes :



- Digital Footprint: Achieved over 40k impressions and significant increases in web traffic, with a jump to 10,000+ visitors in just one quarter.
- User Engagement: More than 3,000 sessions were recorded in February 2024 (within 1 month) with substantial interactions on the content.
- Brand Discovery: Organic visits to gated content pages from their ICP companies
- SEO Success: Over 10 keywords ranked in the top 10 on Google
- Brand Visibility: Brand-specific searches averaged 25,000 monthly searches, a notable increase from negligible previous levels.

Strategic Impact and Future Directions

- The project met the initial goals and set a foundation for sustained organic growth. Our client has seen a significant shift in how new leads are generated, emphasizing the use of digital content to attract and engage potential clients.