BRUCE CLAY®

SEARCH MARKETING OPTIMIZATION SINCE 1996

CASE STUDY

How a B2B SaaS company quadrupled its website traffic in just seventeen months by partnering with Bruce Clay

SITUATION

A startup industrial-sector-focused B2B SaaS company was concerned with increasing its website traffic in an emerging technology space.

Since 2017, an industrial-sector-focused B2B SaaS company has utilized emerging technology and artificial intelligence to help industrial companies optimize production and throughput. Being a startup business in an emerging technology space that isn't well-defined, the company was concerned with increasing its website traffic.

"What we uncovered very early on was our highest converting leads were always from organic search traffic," said the company's Vice President of Marketing. "That's because they have the highest intent. Consequently, we needed to put an emphasis on search engine optimization, or SEO."

The company's marketing team initially hired outside firms to handle their SEO. However, these firms weren't effective; they didn't fully understand the company's business and the nuances of being in an emerging technology space with no agreed-upon keywords and keyword phrases.

Next, the company's marketing team team tried to handle SEO independently. However, they had limited bandwidth to support the large SEO project, so progress was very slow.

Undaunted, the company's Vice President of Marketing decided to try one more SEO firm in hopes of finding a solution. That firm was Bruce Clay.

"Of all the companies I've worked with in my career, Bruce Clay is one that has actually made my life easier."

—Vice President of Marketing

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SOLUTION

In the initial stages of the project, the Bruce Clay team identified and corrected navigation problems, broken links, Core Web Vitals metrics, and other foundational website infrastructure issues that impacted user experience.

"The team at Bruce Clay had a great sales pitch that showcased how their approach to SEO differed from others, so we decided to evaluate what they could do for us," said the Vice President of Marketing. "We started to see positive results almost immediately, so we decided to partner with them. We were very confident that if we could increase organic traffic, that would lead to increased conversions."

Bruce Clay worked with the company to generate a comprehensive list of one hundred keywords that the company wanted to rank for and continued to update the keyword list based on new marketing initiatives. Once the SEO targets were set, the Bruce Clay team generated content to rank for those keywords. This content included industry-specific keyword silos about relevant topics that were critical to the company's success. The team also created informational, research-based content ranging from basic glossary pages to more in-depth blog articles and tutorials.

As a result of Bruce Clay's efforts, the company saw the number of its website users surge by 367 percent during a seventeen-month period. Additionally, the company realized a 359 percent increase in clicks from non-branded keywords. The increases in ranking and traffic led to more qualified leads.

"It was extremely easy to work with the Bruce Clay team," said the Vice President of Marketing. "We didn't have to educate them about our market. They quickly understood our business, and I rarely had significant edits to the content they created for us."

Since 1996, Bruce Clay, Inc. (BCI) has helped websites rank in search engines. BCI has grown into a leading search marketing company providing SEO services and consulting, pay-per-click (PPC) advertising management, content development, and social media marketing services.

RESULTS

- **Produced 71 Pages of Research-Oriented Content**
- **Increased Users by 367 Percent**
- **Increased Non-Branded Keyword Clicks by 359 Percent**