



**SOFTWARE-AS-
A-SERVICES**
INDUSTRY

Case Study: SEO

5X'd Website Traffic!

In this case study, you'll learn how we were able to skyrocket a SAAS website throughout the ranks of Google. This site is now receiving over \$10,000 a month in estimated organic traffic value alone!

OVERVIEW

- This is a software as a service business (SAAS) 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.
- 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!
- They had potential but just weren't seeing the traffic yet - that's where we come in!



THE SEO AUDIT

- Whenever we take on a project with our managed SEO service, the first thing we do is audit the site.
- We look at keywords rankings, traffic, links, anchor text, and more.
- 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 we created consistent content.

"EASY WINS" KEYWORD RESEARCH

We found **114 terms** with **volume between 10-40 a month**, with an **average CPC of \$20**.

Clearly, these are not large volume keywords because this is a very niche software, but as we mentioned earlier, this can be very lucrative.

The majority of these terms were on pages 2-3.

We knew from the beginning we probably wouldn't see impressive traffic graphs for easy wins, but it would make them lots of money if we could rank them for these.

COMPETITIVE GAP ANALYSIS

- The competitive gap analysis helps us find the keywords that your competitors are currently ranking for that you are not.
- These keywords are usually great ideas for creating new content and helping you differentiate from the pack.
- We found **301 terms between 300 – 10,000 searches** a month, all with CPC. There were lots of gems in there and we shared these ALL with the client.

SEO Strategy

This was a pretty sound fully managed SEO service strategy without too many variations. Here's what we did:



Month 1

- 1 Guest Post – exact match with easy win keywords
- 1 Guest Post – exact match with other easy win keywords
- 1 Medium Diversity Links – naked, brand, and partial match
- 1 Blog Content x 1000 words – Focused on keywords in the content gap



Month 2 – Same thing without repeating keywords

- 1 Guest Post – exact match with easy wins
- 1 Guest Post – exact match product page 2 from easy wins
- 1 Medium Diversity Links – Branded, URL, partial match
- 1 Blog Content x 1000 words – keyword from content gap



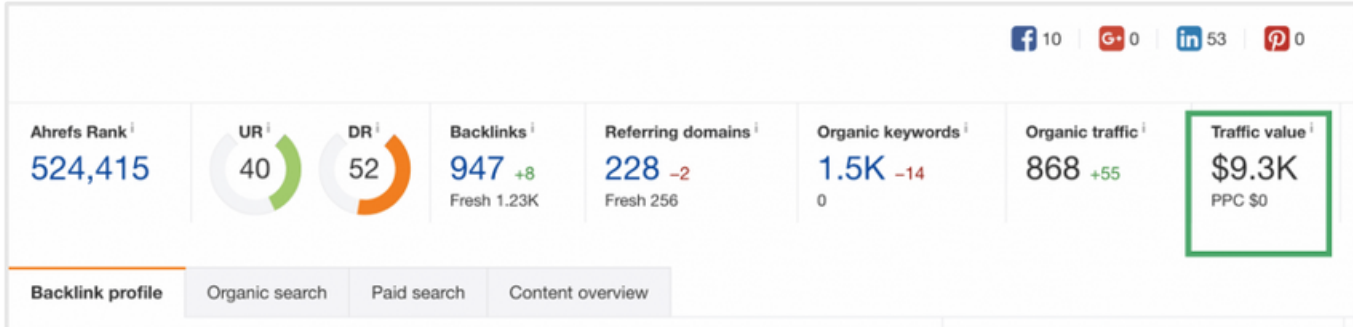
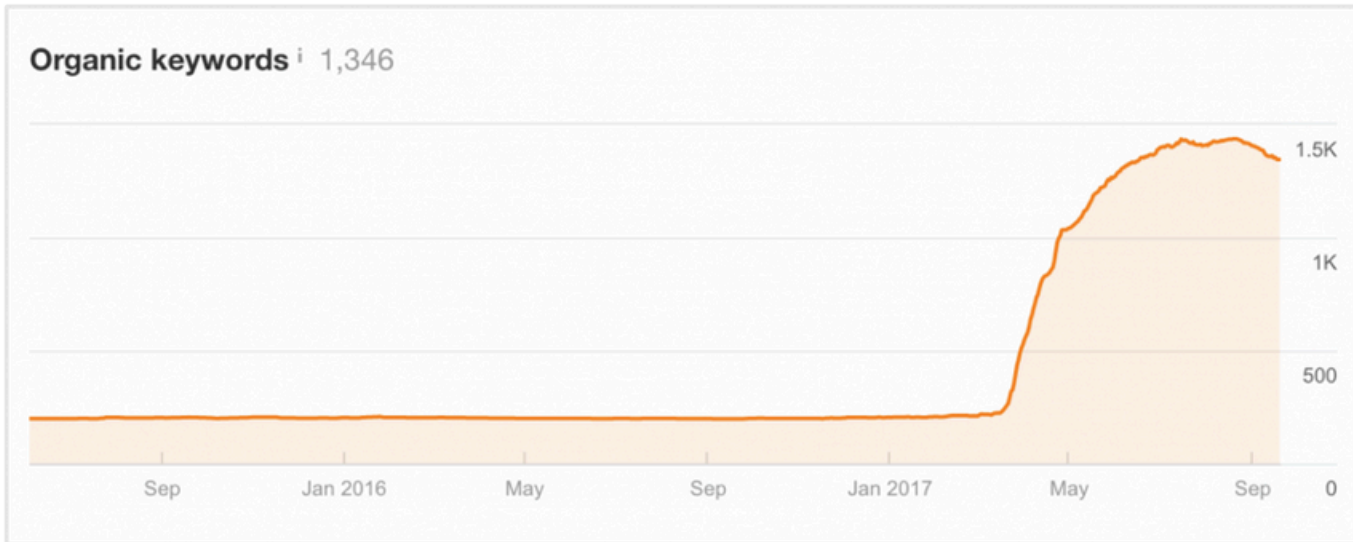
Month 3 – Same thing without repeating keywords

- 1 Guest Post – exact match
- 1 Guest Post – partial match product page 2
- 1 Medium Diversity Links – Branded, URL, partial match
- 1 Blog Content x 1000 words – keyword from content gap



SEO Results

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** and the \$\$\$:



TAKEAWAY

If you have a good amount of content, but you're not getting rankings, build high-quality, diverse links and you can **start realizing the traffic**.

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!

CONCLUSION

- As you can see, by following a strategic plan, you can get some pretty impressive results in a short period of time.
- These results came thanks to our fully managed SEO service program.
- We encourage everyone to be **consistent in their SEO plan and stay on for at least 3 months** to start seeing results.