

CASE STUDY

HOW KEYSKOUTS
HELPED ONE COMPANY
INCREASE ORGANIC
BLOG VISITORS

INTRODUCTION



One company wanted to increase their blog's organic traffic. Their blog was averaging 156K organic visits during their three peak months with an average of 579 blog posts serving as landing pages.

[KeyScouts](#), an inbound marketing agency that helps B2B technology companies boost their lead generation through online marketing strategies, SEO, content marketing, social media, PPC advertising, PR and outreach, knew exactly what needed to be done. They used the blog upgrade (re-optimization) strategy to leverage existing blog posts in order to drastically increase their traffic.

After eight months and three blog phases, the company had achieved considerable results, including a 90% increase in organic visits to the blog during their three peak months. And, an 85% increase in traffic to the 25 blog posts that were upgraded and republished.

THE CHALLENGE

The company received very little online blog traffic, as few as 90 organic visitors per blog each month on average, which was far less than expected or wanted.

During the company's 3 peak months in 2015, the blog received only 117K visitors. A year later, traffic increased to 155K visitors, only a 32% increase year over year.

The company needed to find a way to reach their current customers and to draw in new customers online by using their blog to improve their SEO ranking and website traffic.

One challenge to this goal was the fact that their blog had very few readers and their content required editing in order to be optimally effective. There were many issues with their blogs including:

- Keyword use
- Relevancy
- Links

THE SOLUTION

The key for the company was to demonstrate their superiority over their competitors through their blog content, while also getting that content in front of as many eyeballs as possible.

Due to KeyScout's expertise in content marketing, online marketing strategy building, and [search engine optimization](#), they were the ideal partner for improving the company's organic blog traffic.

KeyScouts identified that from all of the company's existing blog posts, only a few were actually attracting high numbers of visits. To combat the issue, they developed a three-staged approach to update their blog strategy.

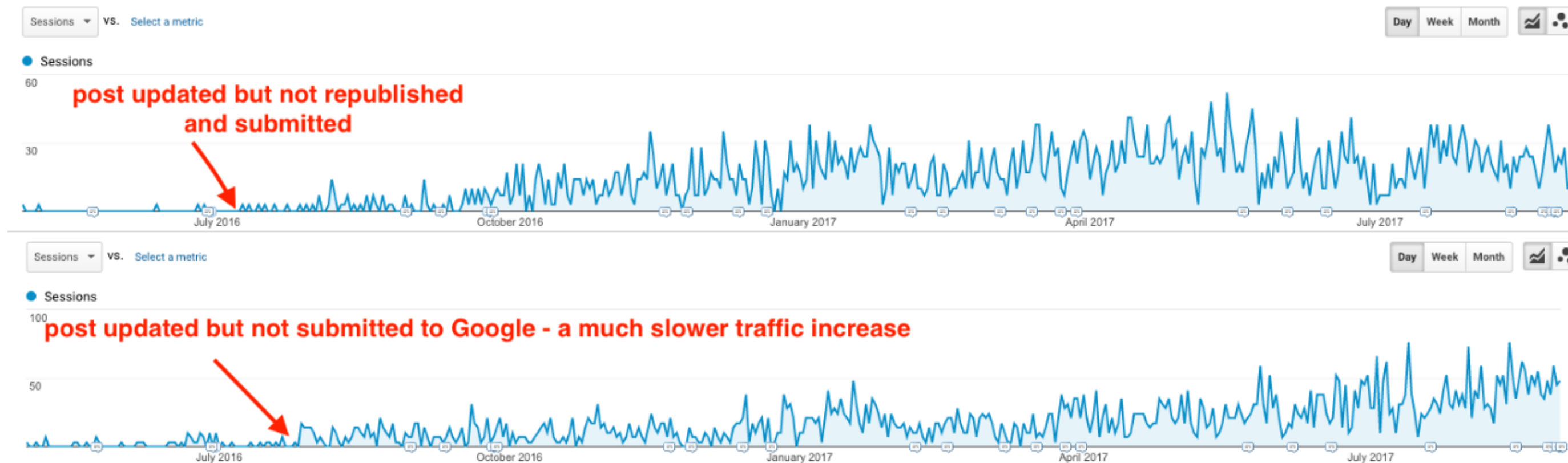
STAGE #1

In Stage One, which began in July 2016 and lasted three months, KeyScouts focused only on low- to medium-sized posts (in terms of traffic). But, they were not chosen arbitrarily--only after conducting keyword, trend, and competitive research to determine which of the existing posts had the highest search potential. During this stage, KeyScouts implemented a simple blog update strategy to optimize SEO.

The blog optimization (upgrade) strategy contained four parts:

- **Keyword Optimization:** KeyScouts identified potential keywords and long tails using Google's Search Console and tools such as SEMrush to optimize the text.
- **Add Related Terms:** KeyScouts searched for new and related terms to increase SEO search volume while keeping competition low.
- **Include Links:** KeyScouts updated the blogs with relevant links to resources, recent studies, and up-to-date data.
- **Relevant Content:** KeyScouts increased the length and breadth of each blog by adding at least 30% more relevant content.

KeyScouts also ensured that the updated blog posts followed SEO and content writing best practices in terms of their structure. In phase one, the 4-5 updated posts were allowed to remain published for three months as KeyScouts waited for the results. There was a slight but insignificant increase in blog traffic that prompted the start of Stage Two.



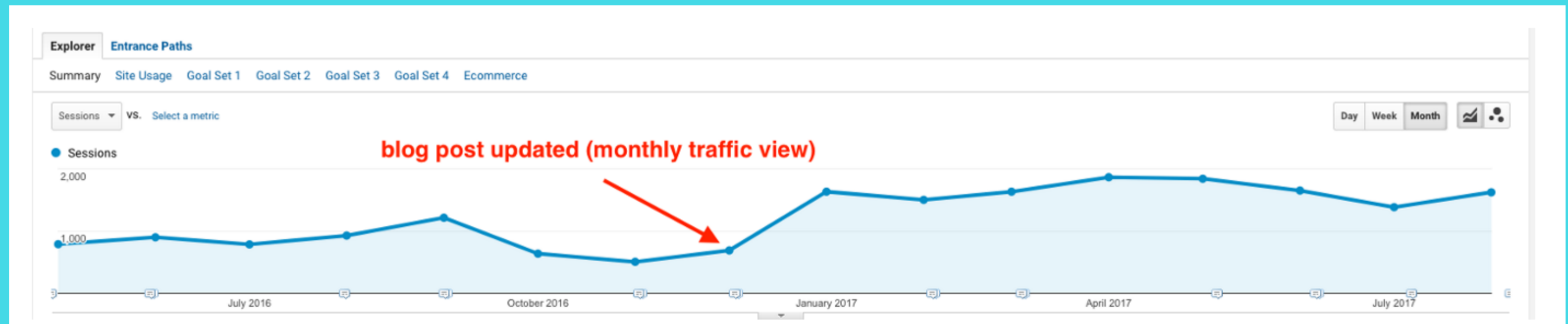
STAGE #2

In Stage Two, KeyScouts took the same four to five updated blogs from Stage One and republished them after submission to the Google Search Console for a quick crawl (fetch and render). After republishing, the results were dramatic. After only 1.5 months, there was over a 20% increase in organic blog visitors.



STAGE #3

For the final stage—Stage Three—KeyScouts moved onto editing and republishing the top traffic blog posts. Following the same protocol from Stages One and Two, KeyScouts updated and republished three to four top blogs a month. By mid-2017, organic visits to the blog had increased to over 295K visitors.



THE RESULTS

The 25 blog posts that were monitored and upgraded were responsible for an 85% increase in organic traffic between the period of June-August of 2016 and June-August of 2017. Overall, the blog's organic traffic increased by a remarkable 90%, from 155K visitors to over 295K visitors.

By improving the SEO of each of their blog posts and republishing their refreshed content through the Google Search Console, the company was not only able to attract more organic visitors to each blog post, but to increase their overall blog traffic by over 65%.

The best part was that this activity didn't require any additional advertising dollars or content to increase their organic traffic. They were able to update their existing online marketing strategy for optimized results using KeyScouts' expertise only.

Conquering B2B SEO

A GUIDE FOR B2B MARKETERS



YOUR TURN

Do you want to learn how you can improve your company's SEO and generate more leads? Download our free ebook, "[Conquering B2B SEO: A Guide For B2B Marketers](#)".

Are you ready to start working with KeyScouts? Our marketing experts have years of experience in helping B2B clients grow their businesses through SEO, content marketing, social media and more.

KeyScouts was founded in 2004 as an SEO firm with one goal in mind: to deliver superior results to our clients. Since then our company has evolved into a full-service inbound marketing agency, providing website promotion services and diverse Internet marketing solutions to B2B clients worldwide and across all major industries.

[Contact us](#), today to explore what we can do for your business.

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