

SEO Content Strategy for SaaS Company

PROJECT DETAILS

 SEO & PPC

 Nov. 2021 - Ongoing

 Less than \$10,000

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"I am impressed with their ability to meet deadlines."

PROJECT SUMMARY

SEO Discovery was hired by a SaaS company to develop and implement an SEO content strategy. Their responsibilities include performing topical keyword research and creating content for the client's site.

PROJECT FEEDBACK

SEO Discovery's efforts allow the client to improve their rankings in multiple countries. Flexible and accommodating, the team delivers on time and utilizes various tools to foster a collaborative workflow. They leverage their industry expertise to continue elevating the client's online presence.



The Client


Please describe your company and your position there.

Founder/Director


The Challenge


For what projects/services did your company hire SEO Discovery, and what were your goals?

Researching & executing SEO content strategy end to end. The goal was to drive topical organic traffic from all over the world.

 Founder & Director, SaaS Company

 Software

 1-10 Employees

 Sydney, Australia

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor and what were the deciding factors?

Client case studies they had on their website.

Describe the scope of work in detail, including the project steps, key deliverables, and campaigns.

They helped me implement a pillar content strategy, this included; topical keyword research, producing suitable articles and the measurement of the impact of the articles. They also provided on-page optimizations which helped a lot.

How many people from the vendor's team worked with you, and what were their positions?

2 SEO managers.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

We are now ranking in multiple countries, with quality traffic that is converting.

Describe their project management style, including communication tools and timeliness.

We communicated online through any tools suggested, they are very accommodating. We used email and slack.



What did you find most impressive or unique about this company?

Their deep knowledge on the small things that matter in SEO, which end up affecting your sites performance. I am impressed with their ability to meet deadlines.

Are there any areas for improvement or something they could have done differently?

Nothing so far.

