

Project Report: SaaS Blog Revamp & Organic Traffic Growth

Project Overview

This project focused on revamping the blog content strategy for a SaaS CRM platform targeting mid-sized businesses.

The goal was to increase organic traffic and improve rankings on Google. Over a period of 4 months, organic blog traffic increased by 220%, with multiple articles ranking on Page 1 of Google.

SEO Strategy Breakdown

1. Content Audit: Conducted a comprehensive audit of existing blog content.
 - Identified low-performing pages and optimized them for better engagement.
2. Keyword Strategy: Built a 6-month content calendar based on long-tail keywords.
 - Focused on addressing user intent and industry pain points.
3. Competitor Gap Analysis: Analyzed competitor content to identify content gaps.
 - Developed strategies to rank higher by filling these gaps.
4. Content Clusters: Introduced content clusters to improve topical authority.
 - Grouped related articles for better SEO performance.
5. Technical SEO: Implemented structured data and improved internal linking for better crawl efficiency.

Results & Impact

- Organic traffic grew by 220% in just 4 months.
- Several articles ranked on Page 1 of Google.

- Content clusters improved site-wide topical authority.
- The content audit resulted in higher user engagement and lower bounce rates.

Impact Visualization

SEO Optimization for D2C Beauty Brand

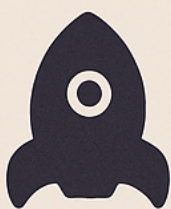


Blog
became the
2nd highest
traffic source
after ads

+180%
INCREASED
SEARCH
VISIBILITY



Build an SEO strategy from scratch for a new D2C skincare brand



Researched user search behavior, wrote product-led blogs, and guided the tech team on core web vitals



Integrated schema markup and optimized category pages with semantic keywords



Created educational content around skincare routines to build trust and improve retention
