

CASE STUDY

Topic Cluster Strategy Breaks B2B SaaS into New Verticals

39%

Increase in Organic Traffic YoY

28%

Increase in Ranking Keywords

77%

Increase in Organic Traffic YoY

About the B2B SaaS Client

Our client is a B2B SaaS customer management software used by small- and medium-sized healthcare businesses.

The Problem

Our client needed an SEO strategy to break into four target verticals.

The Strategy

We conducted vertical-focused keyword research and created topic clusters for each of the client's four focus areas. Based on our research, we began delivering 20 content briefs to the client each month.

Results

Traffic and inquiries have increased in each of our four targeted verticals, with a 39% increase in organic traffic YoY; 28% increase in ranking keywords; and 77% increase in organic traffic YoY.

"When I'm showing off our program to Sr. Leadership and the C-team, those are the metrics I turn to...I'm really thrilled with the results we're seeing and hope you guys know you're killing it!"

– Head of Organic Marketing, Point of Contact at B2B SaaS