

The Network Increases Organic Traffic by 226%, Outpositions Major Competitor



BRIGHTEDGE
CASE STUDY

THE PROBLEM

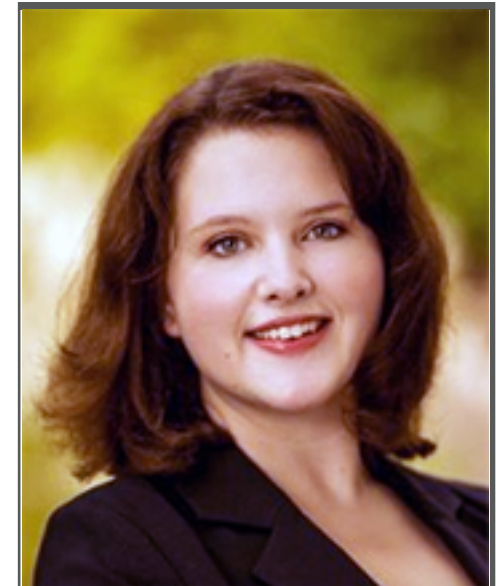
The Network is the leader in providing integrated governance, risk and compliance (GRC) solutions that help organizations mitigate risk, achieve compliance and ultimately, create better, more ethical workplaces. The Network was competing with larger, better-funded providers and needed to be smart and efficient with their content to generate organic search results.

THE SOLUTION

Adolphsen approached the problem with a competitive content assessment to identify: new content ideas, content gaps, the best content types, content mix, and what was working best for competitors. She did the content assessment by running a competitor content audit, creating a competitor dashboard in BrightEdge, and most importantly performing a keyword audit of competitors. "This is something our fantastic customer success reps at BrightEdge did for us." She recommends selecting 3 content ideas you could add to your content calendar for the coming quarter to get started.

THE RESULTS

The thorough competitor content analysis paid off as Adolphsen, despite her smaller team and more-limited resources, produced a range of high-performing content that achieved higher rank, more than doubling words in position 1-3 on major search engines. This led to 41,600 visitor increase to the site and a stunning 50,500 visitor increase to the expanded blog, which contributed substantially to the revenue objectives and business growth.



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Are there topics or audiences out there that we are not addressing? Should we be providing more ungated or branded content? We used BrightEdge to answer these questions and we saw a 226% increase in traffic. Our blog had a 90% increase in traffic. Great news all around."

