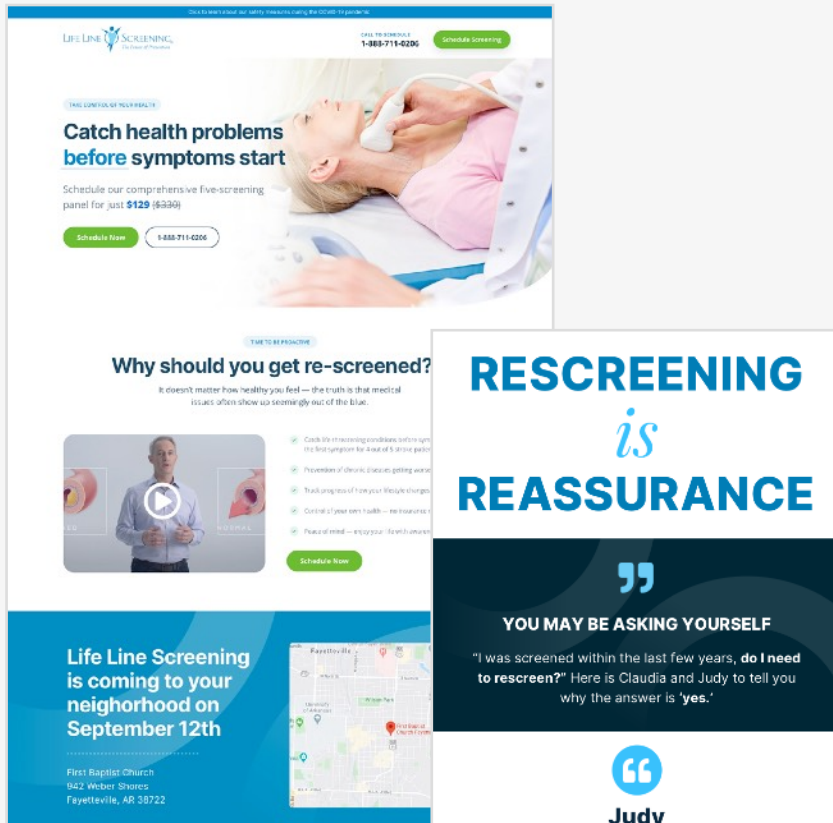


# CONTENT STRATEGY CASE STUDIES

# Content Strategy Increases Organic Web Traffic Significantly

We increased organic web traffic and expanded top-of-sales-funnel traffic to increase organizational growth.



100%  
increase in Assisted Conversions from content

68%  
of all site organic traffic came from the content funnel we built over 6 months

28%  
Increase in leads from organic traffic

## THE CHALLENGE

Life Line Screening came to us to increase the amount of organic traffic driving to their website. With paid ads already targeting bottom-of-the-funnel prospects, we wanted to try and capture top-of-funnel traffic (people who didn't know Life Line Screening existed) and middle-of-funnel prospects (people deciding if they needed a screening).

## THE FORMULA FOR SUCCESS

**Content is king**  
We built a health education hub and then wrote our content to fit into relevant, searchable categories — always with an SEO-first mentality. We saw a boost in overall organic traffic and leads, but our biggest win came from **doubling the assisted conversion rate** of our health education content.



# Well-crafted Content Drives Results

Even a single piece of thoroughly researched and smartly written content can achieve impressive results.

## GOALS

Improve and update an existing blog post into a robust piece of hub content to better rank for highly competitive keywords and generate leads.

## STRATEGY

Keyword-informed long-form content that was then shared by Medi-Share's network of partners.

## RESULTS

- 342% increase in goal completions vs. previous month
- Generated \$21,505 worth of organic traffic
- 742% increase in new users vs. previous month
- Achieved a 28% bounce rate (blogs average 70%+)
- Went from having zero Top 3 keyword rankings and 16 first page rankings to 5 Top 3 keyword rankings and 22 first page rankings — all in a highly niche, competitive space.



342%

Increase in goal completions  
vs. previous month.

\$21,505

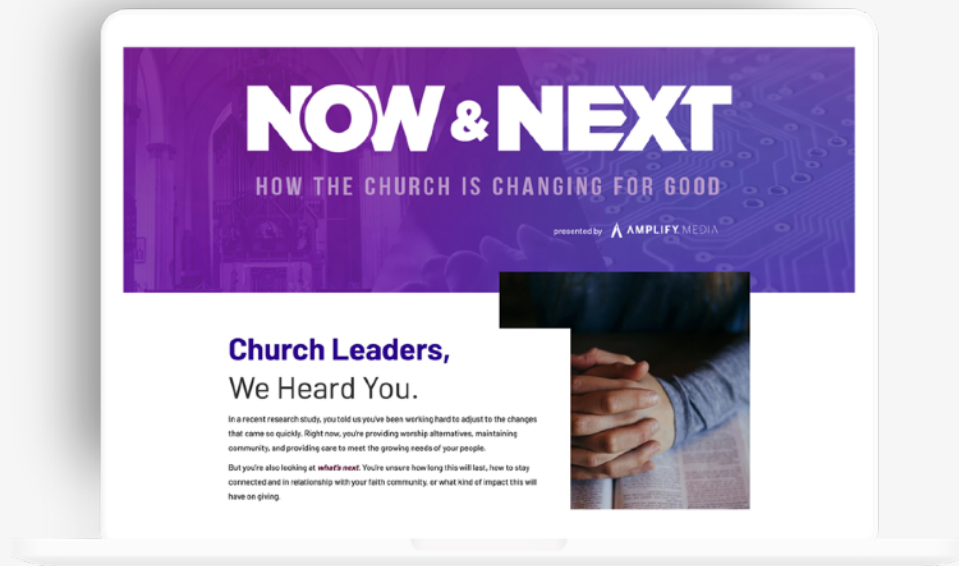
Value of organic traffic generated  
in one month post-update

Keyword rankings for 2021



# Get Results by Listening Intentionally

We surveyed 1,000 church leaders on behalf of Amplify Media to help them better serve their audience with an engaging webinar series.



Website Experience

54%  
Increase in web traffic

48%  
Increase in email subscriptions



*"This is one of the best hours I've spent this month. It connected me, inspired me, and strengthened me to persevere. Thank you."*

*- Tim M., Webinar Guest*

## THE CHALLENGE

The COVID-19 pandemic has had a huge impact on the churches of America. Suddenly, the ability to meet on Sundays was no longer a guarantee. Amplify Media, The United Methodist Publishing House's streaming service and content library for churches, knew that spiritual leaders were dealing with a lot and wanted to do something to help. They asked our research team to do what they do best — talk to the pastors and leaders the Amplify platform is set-up to serve to find out what they needed most.

## THE FORMULA FOR SUCCESS

### Gain the right insight

The research team used a combination of social media and email marketing to reach over 1,000 church leaders with a comprehensive survey that explored every aspect of how churches were affected by the pandemic.

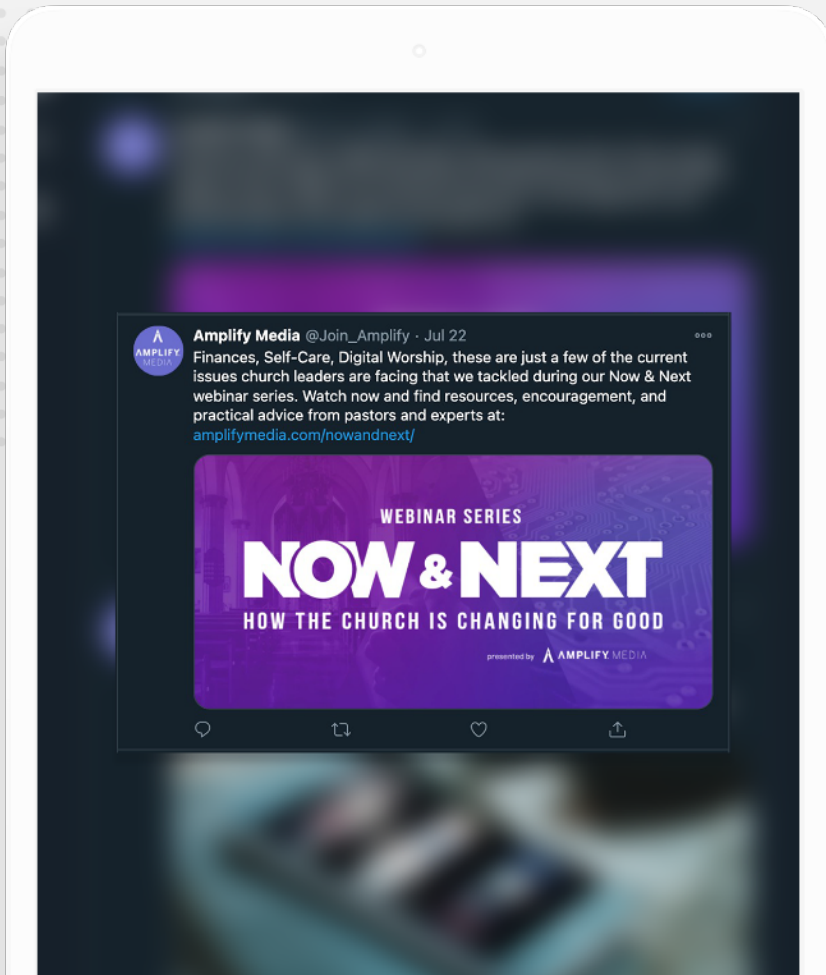
### Be compelling

Armed with an inside look into the mindset of church leaders, the Amplify and 5by5 teams launched the Now & Next webinar series in record time. This inspiring and educational series directly addressed all of the concerns that were heard during the survey and shared practical information that church leaders could use.

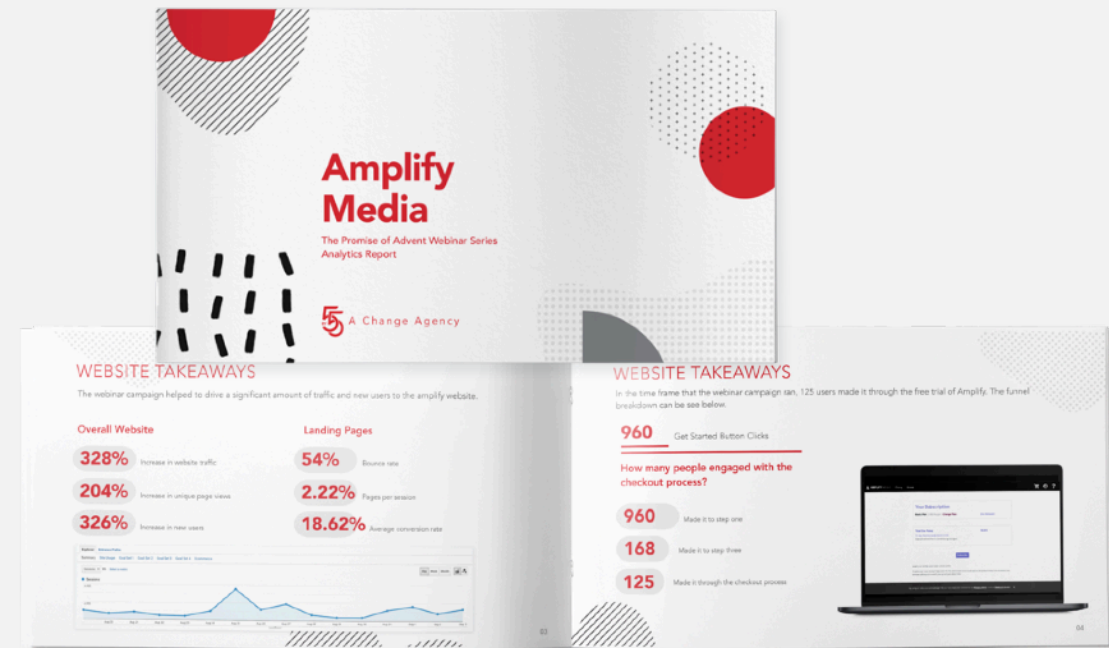
### Turn views into conversions

The webinar was not only a success in equipping leaders with the critical information they needed to make decisions but ultimately converted webinar viewers into long-term members for Amplify.

Twitter Webinar Post



Instagram Story  
Registration Link



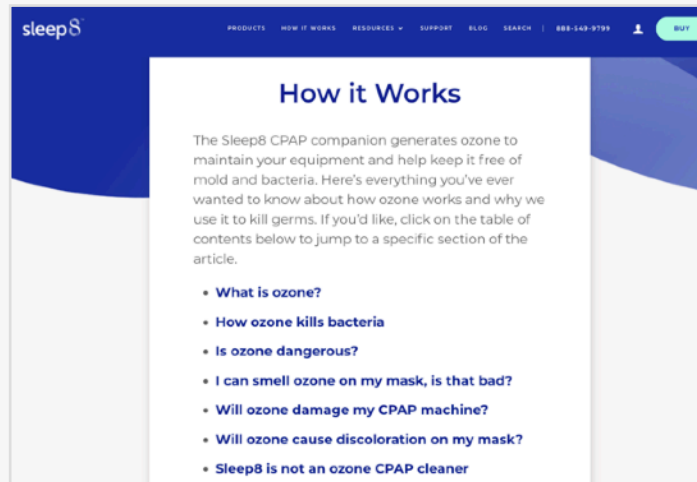
Webinar Series Analytics Report

# Content Strategy helps Sleep8 Gain Market Share

Sleep8 helps maintain your CPAP accessories no matter where you go. With a relatively niche product like Sleep8 and limited angles from which to write content, we recommend creating hub pages directly on the Sleep8 website rather than making them part of the existing blog.

GOAL: LOWER RETURNS	GOAL: INCREASE SALES
<b>LANDING PAGE</b> <b>ALL ABOUT OZONE</b>	<b>LANDING PAGE</b> <b>CPAP SUPPORT</b>
<b>PAGE CONTENT</b> Position Zero SERP Targets: <ul style="list-style-type: none"> <li>• What is the CPAP Ozone Smell*</li> <li>• Are Ozone CPAP Cleaners Safe?*</li> <li>• Will Ozone Damage my CPAP Machine?</li> </ul>	<b>PAGE CONTENT</b> Position Zero SERP Targets: <ul style="list-style-type: none"> <li>• What are CPAP Machine Side Effects?*</li> <li>• CPAP Mask Rash Help*</li> <li>• CPAP Mold Symptoms</li> </ul>
<b>TARGET KEYWORDS</b> <ul style="list-style-type: none"> <li>• Ozone Smell</li> <li>• Are Ozone Cleaners Safe?</li> </ul>	<b>TARGET KEYWORDS</b> <ul style="list-style-type: none"> <li>• CPAP Supplies</li> <li>• CPAP Sanitizer</li> <li>• Side Effects of a CPAP Machine</li> <li>• CPAP Mold Symptoms</li> <li>• Travel with CPAP</li> </ul>
<b>BLOG CONTENT</b> <ul style="list-style-type: none"> <li>• Why do ozone cleaners smell?</li> <li>• How does ozone clean?</li> <li>• Ozone vs. UV Light</li> <li>• Pros and Cons of Ozone Cleaning</li> <li>• The Totally Over-engineered Sleep8</li> </ul>	<b>BLOG CONTENT</b> <ul style="list-style-type: none"> <li>• What CPAP supplies do I need?</li> <li>• Why do you need to sanitize your CPAP?</li> <li>• Why your CPAP Mask may be irritating your skin</li> <li>• How does a CPAP work?</li> <li>• How to clean a CPAP</li> <li>• I snore. Do I need a CPAP?</li> </ul>

\*No rich snippet currently exists



## THE CHALLENGE

Sleep8 was struggling to compete in the market against comparables like Soclean and Lumin that had already captured the majority of the web traffic share. They had a distinct opportunity to grow their reach through developing a compelling content strategy.

## THE FORMULA FOR SUCCESS

### Reduce Returns through Ozone Education

We reframed the conversation around the smell of ozone and set expectations so that fewer people return their Sleep8 and continue ordering bags and wipes, increasing overall lifetime customer value.

### Increase sales by catching people researching at the top of the funnel

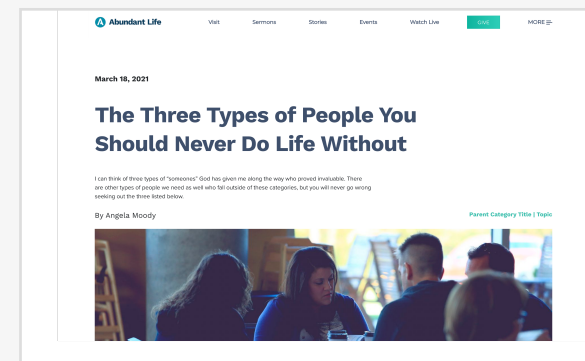
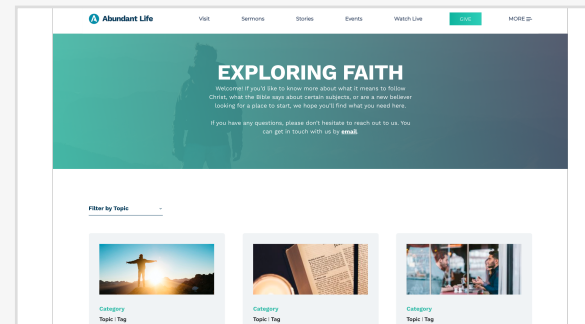
The younger CPAP user demographic is most likely doing the majority of research before they commit to a setup. We created educational content around CPAPs and maintenance that can appeal to a more savvy audience.

### Increase sales by addressing common issues CPAP users face

The audience who is having issues with their CPAP is a unique bottom-of-funnel prospect: the defector. While not defecting from a competitor, they are most likely considering defecting from using the CPAP itself. In this case, we are directly confronting issues people have with their CPAPs in order to make it a more tolerable experience.

# Strengthening Visibility & Ministry Membership through Content

We greatly improved site health and technical SEO while delivering a comprehensive content strategy to increase organic web traffic.



## THE CHALLENGE

Abundant Life Church was looking to 5by5 to strengthen their SEO and Organic Content Strategy to drive greater positive attribution and awareness of the ministry. 5by5 recommended and implemented three content funnels, each geared toward a different audience that Abundant Life would like to reach.

## THE FORMULA FOR SUCCESS

### Identify and refine

There are limitless ways to discuss and study the Bible and contemporary spiritual matters. The content strategy put rails on **what** we talk about and **how** we talk about it.

### Improve SEO

A planned, connected web of content worked to improve SEO much more than individual, unrelated posts. The structure of the content strategy drives traffic to specific pages we want to elevate.

### Empower delegation

When there is a set strategy and content schedule, it becomes easier to bring other people on board without needing micromanagement or losing focus on the content.

# Practicing what we Preach to Prove Long-term SEO Value

We began a concentrated effort to improve the overall SEO value of our website in January 2020. Over the past two years, the results have shown that it pays to be consistent.

## GOALS

Start driving more traffic and leads to our website by optimizing our site and creating compelling content our audience cares about (and is searching for).

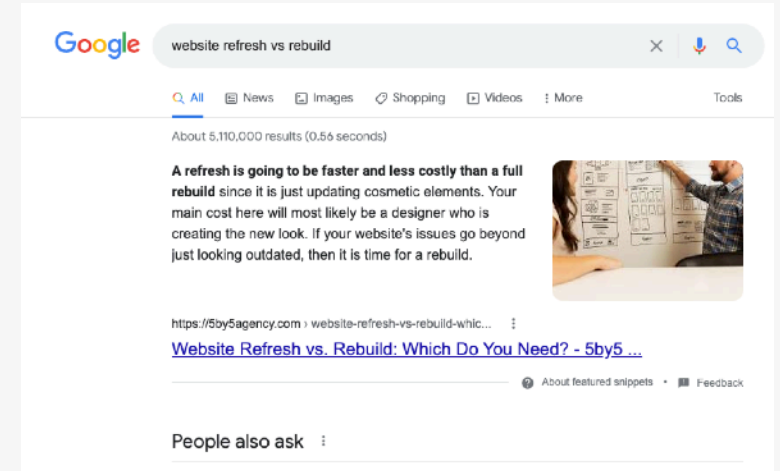
## STRATEGY

An initial SEO self-audit followed by diligent monitoring and optimization.

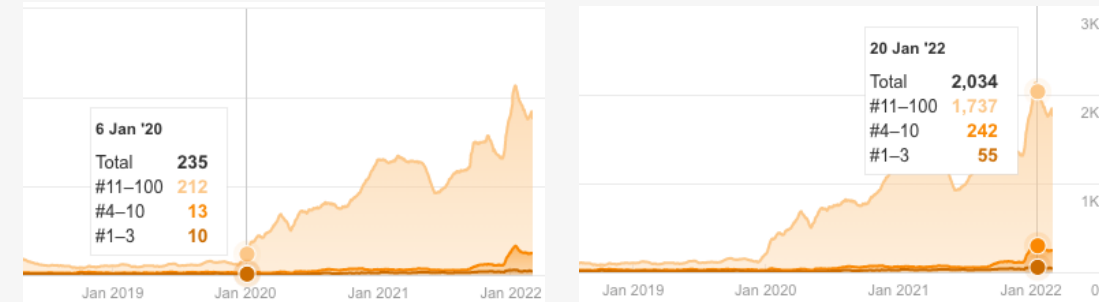
## RESULTS

- Went from completely unranked to #1 and first page rankings for all of our target keywords:
  - marketing agency nashville
  - advertising agency nashville
  - healthcare marketing nashville
  - nonprofit marketing nashville
  - and more
- 38% increase in organic traffic
- 70% increase in goal completions from organic traffic
- Averaged \$1,514 of organic traffic per day in 01/21

Rich snippet earned by a 5by5 blog post



Keyword rankings over time



Traffic value over time



Backlinks earned over time





**LET'S GET STARTED**