

CASE STUDY

SISENSE INCREASES
BLOG TRAFFIC OVER
333% IN 1 YEAR USING
KEYSCOUTS

INTRODUCTION



Driving inbound traffic is a key marketing tactic for most businesses, and to do that, content is the main tool.

For both B2C and B2B companies, content marketing is the best way to gain new website traffic, become a brand leader and increase your bottom line. With successful content marketing comes a well-thought out and high quality blog.

According to HubSpot, [43% of people](#) admit to skimming blog posts.

Websites with a blog tend to have [434% more indexed pages](#), an important factor for SEO.

Blogging also improves sales, with [47% of buyers](#) viewing 3-5 pieces of content before engaging with a sales representative.

So, it's no wonder that when [Sisense](#), a business analytics platform provider, was looking for ways to improve their online presence, optimizing their blog was a key step.

INCREASED WEBSITE TRAFFIC

After a period of mutual partnership, KeyScouts noticed unrealized potential in Sisense's blog and recommended they invest additional resources into it. At the time, Sisense was focusing on other aspects of their marketing strategy, and their blog was not a high priority.

Sisense was not utilizing their blog to its fullest potential as a valuable tool towards driving inbound traffic. However, by taking advantage of KeyScouts' expertise in content marketing strategy, they soon realized how reassessing their approach towards their blog could give them the increased organic traffic and conversions they were looking for.

THE CHALLENGE

While Sisense is used by well-known organizations such as Airbus, Nasdaq, and Fujitsu, they received limited online blog traffic. The main reason behind this inactivity was their inconsistency.

For several years, Sisense published blog content rarely and irregularly—barely one to four blog posts a month and many of those promotional in nature. This meant they weren't taking advantage of the platform to become a thought leader in their space, or to provide prospective customers with the information they might be looking for.

This irregularity also meant that few website visitors ever found their blog. In fact, after years of publishing just one to four blog posts a month, they only ever achieved a small amount of organic traffic sessions per month. Sisense realized that if they wanted to reach more visitors, they needed to overcome three main challenges:

1. Sisense needed to increase their blog posts and post more regularly.
2. Sisense needed to optimize their blog content for SEO.
3. Sisense needed to ensure that the content they published provided real value to their readers and wasn't too promotional in nature.

THE SOLUTION

Together, Sisense and [KeyScouts came up with a blog optimization strategy](#) that was suited to the company's current goals. They then came up with a regular content calendar that included content which delivered real value to their target audience. Based on keyword recommendations from KeyScouts, Sisense went on to develop six to ten engaging posts per month.

This increased blog content alone had a dramatic impact on Sisense's organic visitors. Without any other changes, Sisense [increased their organic visitors](#) by sheer virtue of publishing content people wanted to read. After one year, visitor traffic increased by 333%.

The next step was to optimize each post. For a detailed explanation on the blog optimization process, see our case study [here](#).

After optimization, the blog posts had a significant increase in organic visitors. This increased overall blog traffic by 333% organic visits a month, 44% of which was made up of the re-optimized blog posts.

CONCLUSION

By increasing the frequency and consistency of their blog posts and re-optimizing their content for keywords and internal links, Sisense was not only able to attract more organic visitors to each blog, but to increase their overall blog traffic by over 333%.

The best part?

All of this was done without purchasing paid ads on Google or increasing their marketing advertising budget at all.

If you'd like to discover how KeyScouts can help your company improve its online blog traffic, [contact us today!](#)

YOUR TURN



Do you want to learn how working with KeyScouts can help you improve your company's content performance? Contact us today to [get a custom content audit](#). We will measure your content's key KPIs and provide expert advice on how to optimize it.

Are you ready to start working with KeyScouts? Our marketing experts have years of experience in helping B2B clients grow their businesses through SEO, content marketing, social media and more.

KeyScouts was founded in 2004 as an SEO firm with one goal in mind: to deliver superior results to our clients. Since then our company has evolved into a full-service inbound marketing agency, providing website promotion services and diverse Internet marketing solutions to B2B clients worldwide and across all major industries.

[Contact us](#), today to discover what we can do for you.

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