

HOW WE GREW FULL SUITE'S BLOG INQUIRIES BY 3250%

[CUSTOMER SUCCESS STORY]

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PREFACE

- Do you want to enhance your brand's online exposure?
- Are you having difficulty effectively targeting local businesses?
- Do you find it challenging to achieve high search engine rankings?
- Are you feeling the pressure of continual content marketing requirements?
- Is sourcing qualified leads an issue for your business?
- Do you want to stand out and be one step ahead of your competitors?

If your answer to one or more of these questions is a resounding “yes,” then this success story is the perfect example for you to learn the tricks of the trade.

In this eBook, you will learn how to:

- Utilize targeted keywords to improve search visibility.
- Address on-page search engine optimization.
- Source guest posting opportunities to build links, brand presence, and authority.
- Conduct A/B tests to optimize landing pages and CTA buttons.
- Conduct SEO audits to determine areas for improvement.
- Publish relevant blog posts for your target audience.
- Promote your brand's content on social media platforms and content curation sites.
- Analyze your content regularly to determine performance.

Read on to find out in detail how Full Suite utilized Spiralytics' digital marketing services to build their online presence and accelerate their growth.

COMPANY BACKGROUND

FULL SUITE SYMPATHIZES WITH BUSINESS OWNERS IN THE PHILIPPINES WHEN IT COMES TO DEALING WITH ALL THE ADMINISTRATIVE REQUIREMENTS NECESSARY TO START AND RUN A BUSINESS IN THE COUNTRY.

This is why they chose to render support services tailored to the Philippines' unique business environment.

As an approachable company for both entrepreneurs and freelancers, Full Suite has simplified various complex government processes and has become a reliable company that not only provides a high level of administrative services but also dispenses trustworthy information.

Full Suite's services range from business registration, renewal of various business permits, accounting, bookkeeping, and tax facilities, to intellectual property and trademark registration—all of which reduce the burden of compliance and allow business owners to focus on what matters: growing their business.

While they may not be the most exciting business there is, they provide the necessary support to Philippine companies with regards to meeting their long lists of bureaucratic requirements. When it came to marketing objectives like driving traffic to the site, getting qualified leads, and increasing brand awareness, initial thoughts were that the business would be hard to market. However, because their services reflected "real needs" and "real pain points", it turned out to be a lot easier than anticipated.

CHALLENGES FACED

Full Suite was looking to establish themselves as the go-to company for businesses and individuals when it came to paperwork involved with setting up and running a business. They wanted to build their credibility and reputation as a reliable company that makes potentially confusing tasks much easier.

In the beginning, Full Suite was encountering difficulties achieving their marketing and branding objectives. These included:

- Spreading the word about their business
- Driving traffic to their website
- Getting qualified leads
- Developing an inbound marketing system.

The reason for this was that they lacked the resources and infrastructure to handle digital marketing efforts in-house. Addressing these marketing functions themselves would have meant implementing manual processes that would have been slow and inefficient, reducing their chances of success.

FINDING A SOLUTION

Just like any business decision, the solution to work with Spiralytics came after much evaluation. During the decision-making process, Full Suite considered comprehensive packaging and price competitiveness to be the most important factors in weighing their options.

The first thing that attracted Full Suite to Spiralytics was the full-service nature of our offering. Spiralytics could essentially handle the entirety of their online marketing requirements, from content marketing to search engine optimization, lead generation and any miscellaneous additions (design, coding, etc.).

The deal sealer was the performance-based aspect of Spiralytics' operations, which was communicated by Jimmy Cassells (Spiralytics CEO) and made our offering stand out from the competition.

**"JIMMY'S OBVIOUS PASSION FOR ANALYTICS WAS TRULY
WHAT CONVINCED US TO COME ABOARD."**

– DANELLA YUJUICO YAPTINCHAY, MANAGING DIRECTOR, FULL SUITE

It took just over a week to get Spiralytics' services up and running. Danella was impressed by the seamlessness of the onboarding process as it didn't require much on her part to get the ball rolling. Spiralytics developed a marketing plan that holistically addressed the company's needs and it wasn't long before measured activities began. The two areas of focus: "SEO" and "Content Marketing".

STRATEGY AND IMPLEMENTATION (SEO)

Search Engine Optimization (SEO) was one of the services that Full Suite focused on. The company wanted to address SEO to grow visibility in organic (non-paid) search engine results such as Google, Yahoo, and Bing. SEO activities comprised of both technical and creative elements to improve rankings, drive website traffic, increasing online exposure and market share.

Here were the steps taken by the SEO team:

1. KEYWORD RESEARCH

Targeted keywords for the whole SEO campaign were researched and developed. The main focus was on people starting businesses in the Philippines, and the strategy was to rank for relevant keywords with the modifier “Philippines” as part of each term.

Optimized keywords were selected based on three main criteria: **relevance** (according to Full Suite’s product offering), **search volume** (in the Philippines as well as internationally) and **competition** (how many others were trying to rank for the same keyword).

2. ON-PAGE OPTIMIZATION

Based on the keyword research, Spiralytics implemented the following:

- Title tags (matched page titles to keywords)
- SEO-friendly URLs (made site URLs keyword rich and more search-friendly)
- H1 and H2 tags (optimized headings and subheadings with relevant keywords)
- Meta descriptions (included unique meta descriptions for each page)
- Site speed (used a Content Delivery Network (CDN) and compressed images to boost website loading speeds)
- Optimized images (included relevant keywords in image Alt Text)
- Website copy (optimized various content on each page)

3. TECHNICAL AUDIT

A technical audit was conducted to find technical issues and errors that needed to be fixed on the website. Amongst other things, the focus points for the technical audit were:

- Indexation status check (were search engines indexing the site properly?)
- Robots.txt file (was the script making it easy for search engines to crawl the site?)
- Error checking (were any pages/links producing errors? Eg. 404, 500, etc.)
- Sitemaps (did HTML/XML sitemaps make it easy to navigate around the website?)
- Site architecture (were site navigation and menus seamless in design?)
- Site depth (were important/targeted pages easily accessible?)
- Redirects (were all redirect chains in working order?)

4. MAINTENANCE (FROM 2ND MONTH ONWARDS)

Technical audits were conducted monthly to check if there were errors that occurred on the previous month that needed to be fixed.

Maintenance also included A/B testing on which pages were converting. Pages that weren't converting as well had their strategies realigned whereas pages with high conversion rates were inspected to discover why they worked and whether or not they could be further improved.

At this point, Google Webmaster Tools (now Google Search Console) was utilized to look for potential landing pages/keywords that could be optimized to improve the organic traffic of the website. Things that the SEO team was looking for were keywords with high impressions and low clicks (meaning users are getting the opportunity to see the page but aren't clicking on CTAs).

5. LINK BUILDING (FROM 2ND MONTH ONWARDS)

Link building, being critical to any successful SEO strategy, were an integral part of Spiralytics' efforts to build authority for the Full Suite website. The main tactics used for link building were guest posting and content curation.

For guest posts, the SEO team reached out to various reputable sites that were relevant to Full Suite's operating industry such as entrepreneur.com.ph, pinoybisnes.com, and fitzvillafuerte.com. In each case, guest posts were specifically catered to meet the audiences for the publishing sites.

This was done to maintain consistency in writing style and formatting, leveraging existing best practices that were already known to work with those particular audiences.

- [**Comprehensive Guide to Business Permit Renewal**](#)
(entrepreneur.com.ph)
- [**5 Things Every Business Needs to Know About Loose Leaf Books of Account**](#) (pinoybisnes.com)
- [**Philippines Tax Reforms to Watch Out For in 2015**](#)
(fitzvillafuerte.com)

For content curation, a combination of content curation sites (like bizsugar.com and scoop.it) and social media platforms (like Twitter and LinkedIn) were used to build a variety of links pointing back to Full Suite website pages and content.

STRATEGY AND IMPLEMENTATION

(CONTENT)

1. PRIORITY KEYWORDS

Spiralytics' content team generated relevant topic ideas for the Full Suite blog based on keywords provided by the SEO team. The top keywords with the most potential for improvement were used to develop new content to help Full Suite rank well on search engines.

2. WRITEBRAIN CONTENT ANALYSIS

WriteBrain (internal analytics software) was used to analyze the performance of existing content (pageviews and shares) and how well each piece was converting visitors to leads. New content topics were then generated based on the top converting posts. The performance metrics used to determine conversions were blog to services or blog to inquiries leads.

3. KNOW YOUR TAXES SERIES (CLIENT CONTENT)

Full Suite was already publishing monthly tax filing updates which included the schedule of submission, filing, and payment of taxes for that month.

WEEK 1

1 Friday

SUBMISSION

- Consolidated Return of All Transactions on the Reconciled Data of Stockbrokers
- Engagement Letters and Renewals or Subsequent Agreements for Financial Audit by Independent CPAs

5 Tuesday

SUBMISSION

- Summary Report of Certification issued by the President of the National Home Mortgage Finance Corporation (RA 7279)

e-Filing/Filing & e-Payment/PAYMENT

- 2000 - Documentary Stamp Tax Declaration / Return
- 2000 - OT - Documentary Stamp Tax Declaration/Return (One-Time Transactions)

8 Friday

SUBMISSION/e-Submission

- Transcript sheets of the following, except for Tobacco Products & Regulated Materials, submission is w/in the 5th day of the Month after the end of the operation
 - 2.08-ORB (A-1) 2.43-ORB 31.18-ORB
 - 2.08-ORB 2.61-ORB 31.27-ORB
 - 2.11-ORB 2.68-ORB 31.46-ORB
 - 2.14-ORB 2.69-ORB 31.46-Auxiliary Register Book (L71/2)

The content team help publicize and promote the “Know Your Taxes” content series to increase exposure. The material was determined to be highly valuable to readers and needed additional reach to become a go-to resource for Filipino accountants/business owners to keep up-to-date with their tax requirements each month.

The series was promoted on various social media platforms and content curation sites in order to improve visibility and increase awareness about Full Suite’s brand.

4. INDUSTRY NEWS/TIMELY TOPICS

One of Full Suite’s operational requirements was to be up-to-date with any changes or announcements from government agencies that handle business registration and tax filing, amongst other things. Updates regarding proper systems and processes were especially important, as they determined whether or not current administrative practices needed to be altered.

These updates are usually published on government websites in the form of memorandums, which are well-known for being difficult for the average person to comprehend.

Given their general incomprehensibility, the content team decided to create an exhaustive article explaining what each announcement meant in Lehman’s terms and their implications for business owners.

The article was framed as a Q&A and is constantly updated to reflect and regulation changes:

What are Electronic BIR Forms (eBIRForms)

The eBIRForms consist of the following, which are provided by BIR for the preparation, generation and submission of tax returns

1. Offline eBIRForms Package

A tax preparation software allows the taxpayer and Accredited Tax Agent (ATA) to fill up tax forms offline. Unlike filling up pre-printed forms by hand, this allows the user to directly encode data, validate, edit, save, delete, view, and print the tax returns. It performs automatic computations and can also validate any information inputted.

2. Offline eBIRForms System

A filling system where the taxpayer and ATA can submit their tax returns online. It automatically computes penalties for tax returns submitted beyond the due date. It is capable of accepting returns data filed using certified Tax Software Providers' (TSP) tax preparation software.

Do I need Internet to File eBIRForms?

The eBIRForms are available to all filers with or without internet access.

A. How to File eBIRForms Online

Taxpayers with Internet can download the eBIRForms Package from the BIRWebsite

How do I enroll?

STEP1: Access BIR website at www.bir.gov.ph using your internet browser

STEP2: Click eServices

5. BIR FORM SERIES

Full Suite provided the content team with a list of the most common BIR forms that business and freelancers need to fill up/submit, as well as which months they were usually used (peak months).

The content team then created a series of articles titled "Everything You Need to Know", which was segmented according to the various forms commonly used.

Variations included:

BIR FORM 1901: Everything You Need to Know

Posted on: July 8, 2015 By Danella

**BIR FORM 1901:
EVERYTHING YOU
NEED TO KNOW**



[Read More](#)

BIR TIN Application: Everything You Need To Know

Posted on: July 8, 2015 By Danella

**BIR TIN Application:
Everything You
Need to Know**



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF INTERNAL REVENUE

TIN: 009-878-999-998
Maria Dela Cruz
Birth Date: 12/12/1990
Issue Date: 01/12/2014



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THE IDEA FOR THIS SERIES WAS TO **SIMPLIFY GOVERNMENT FORMS OR SUBMISSIONS** AND **GUIDE USERS THROUGH THE ENTIRE PROCESS** WITH EASY, ACTIONABLE STEPS.

THIS CONTENT CAMPAIGN DROVE A LARGE AMOUNT OF QUALIFIED TRAFFIC TO THE WEBSITE, ESPECIALLY DURING THE PEAK MONTHS.

6. KEYWORDS FROM THEIR SEARCH BOX

Full Suite's blog had an existing search box in the sidebar, which helped visitors search for various keywords for topics they wanted to read about. This provided an indicator of which topics their blog visitors enjoyed reading and wanted to read more about.

Full Suite also provided the content team with a list of topics that their clients/potential clients (through inquiries) commonly ask about. Spiralytics then analyzed the data and developed an editorial calendar with topic ideas based on the most common keywords/inquiries observed.

This helped Spiralytics create content that was not only aligned with Full Suite's marketing objectives, it was also aligned with what they learnt from studying the existing audience. This was the driving force to facilitating a customer-driven content strategy.

7. CTA BANNER FOR INQUIRIES



Before Spiralytics, the Full Suite website did not make use of Call-To-Action (CTA) buttons within their blog posts, so there was no effective system to drive actionable behavior from visitors. Readers would simply see the company's contact information at the bottom of each page.

The content team implemented a focused CTA banner at the end of every blog post to encourage inquiries should readers want to submit an inquiry or ask for a quote for Full Suite's services.

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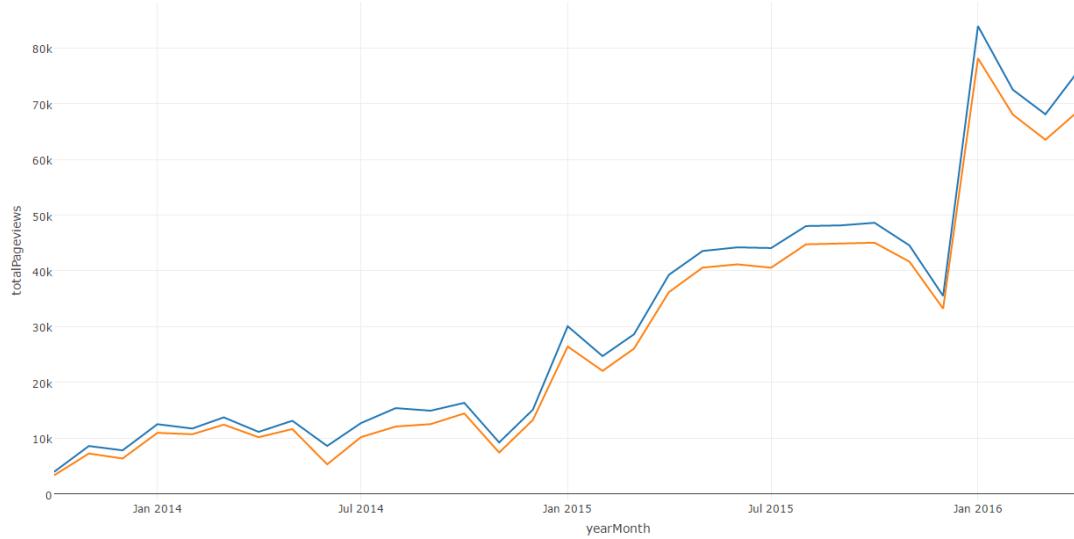
WHAT HAPPENED NEXT?

The results of Spiralytics' services provided the following for Full Suite:

- **Increased monthly web traffic** from 14930 to 83899 pageviews (562%)
- **Increased monthly blog inquiries** from 4 to 130 (3250%)
- **Improved search engine ranking** to 1st place for keyword "business permit renewal" and 2nd place for keywords "form 2307/2316"

TOTAL TRAFFIC VS BLOG TRAFFIC

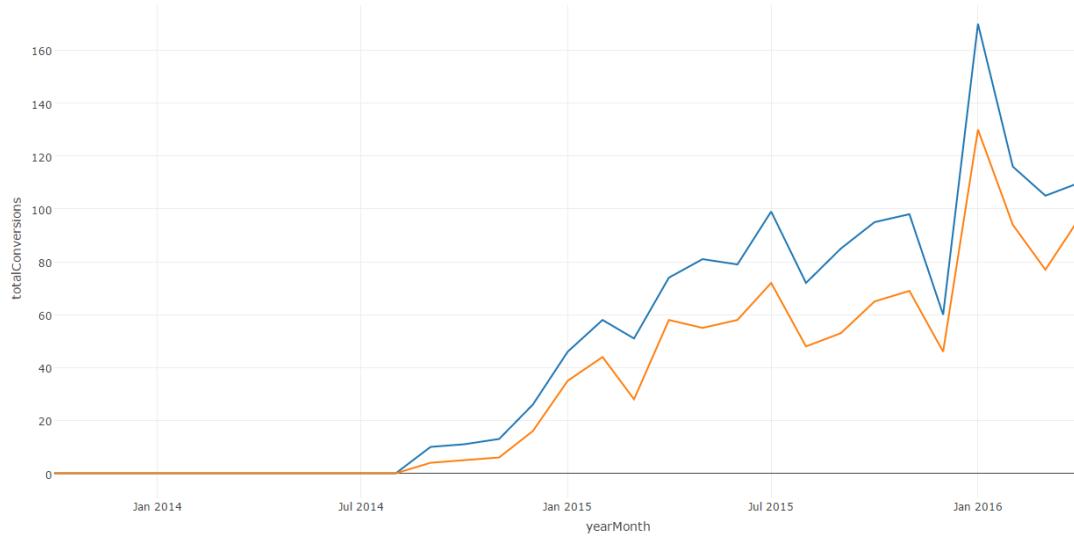
(JAN 2014 TO APR 2016)



*There is now a seasonal peak in traffic during January, when business start to file their taxes for the previous fiscal year.

TOTAL CONVERSIONS VS BLOG CONVERSIONS

(JAN 2014 TO APR 2016)



*There is now a seasonal peak in conversions during January, when business start to file their taxes for the previous fiscal year.

CONCLUSION

If you're a small business owner with limited resources looking for ways to establish an online presence, then having a [digital marketing partner](#) is a must.

"SPIRALYTICS HAS CONTINUALLY PROVIDED AN EXCELLENT SERVICE AND I WOULD HIGHLY RECOMMEND THEM TO ANY COMPANY SEEKING TO BUILD AN ONLINE PRESENCE TO INCREASE COMPETITIVENESS."

– DANELLA YUJUICO YAPTINCHAY, MANAGING DIRECTOR, FULL SUITE

Here are just a few reasons why you should leave digital marketing to the experts:

- No need to establish infrastructure in-house, eliminating fixed costs.
- Access to modern marketing knowledge and best industry practices.
- Access to the latest marketing tools and technology.
- Outsourced marketing services can be scaled more effectively.
- More time/resources to focus on core business operations.
- Stay up to date with the latest marketing trends, without a learning curve.

WANT TO FIND OUT MORE ABOUT DIGITAL MARKETING?

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