

CASE STUDY

ANODOT BOOSTS
CONVERSION RATE BY
30.5% WITH THE HELP
OF KEYSKOUTS

INTRODUCTION



Anodot came to KeyScouts with the same goals every business has: to boost traffic, get more qualified leads, and increase their conversion rate.

This is what every website aims to do, but sometimes they get stuck where they are and they need a complete marketing strategy to take their site to the next level. By creating a content strategy that was targeted towards Anodot's audience, optimizing existing content, adding new content that offered real value, building authoritative and relevant links, and improving the customer journey, Anodot was able to see huge improvements in every area.

After 21 months of working together with KeyScouts, the Anodot website was seeing a 211% increase in organic traffic, 261% more organic leads, and a huge increase in their conversion rate of 30.5%.

THE CHALLENGE

Anodot has a brilliant, industry-leading product that's used by major companies such as UPS, Pandora, Nordstrom, and T-Mobile just to name a few. The problem was getting their product in front of the right people, and conveying the value of their service to turn visitors into customers.

This is a challenge that many businesses face - attracting the right audience to their website, and one excellent way to do this is by focusing on inbound marketing.

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



The key for Anodot was being able to showcase the value of their product by answering their target audience's questions with high-quality blog articles. The people within the company have such great expertise in subjects such as AI and data analytics, and it was about getting all this down on their website so that people had a world-leading resource to answer their questions.

Not only do these keyword-rich articles please visitors, but they also get picked up by the search engines, bringing in a large number of targeted clicks. Once these blog articles positioned Anodot as a go-to leader in all things AI and data, then people realized they needed this expertise on their side, leading them to invest in the product.

In stage one, KeyScouts developed a comprehensive content strategy which analyzed the website's current content and identified the important keywords that Anodot's customers would be searching for. With this information, Anodot would have a content calendar so they could regularly post blog articles that were specifically designed to reach customers with buying intent. KeyScouts identified the key terms that Anodot's target audience use to search for answers to their questions and problems. By finding related keywords, KeyScouts were able to increase the ranking potential of each blog, taking advantage of high volume keywords with low competition. With a content calendar, Anodot would have a consistent output of content, constantly keeping their customers updated with the latest information and pleasing the search engines.

The next stage was optimizing old content and crafting new content around carefully selected keywords. Anodot had some good quality information on their blog, it just wasn't optimized to give it the best opportunity to rank well in the search engines. By going through these old posts, optimizing for target keywords, and following SEO best practice, KeyScouts was able to give this content a new lease of life, and allow it to thrive in the rankings. This meant that content that had previously brought in limited amounts of organic traffic was now featuring at the top of the rankings and bringing in much more traffic. Once the old content was fully optimized, then KeyScouts used the same principles to create new content and expand the number of target keywords Anodot could rank for.

Stage three involved reaching out to individuals and companies with a shared interest in Anodot's niche. Armed with high-quality content, KeyScouts was able to offer these businesses valuable resources that could be placed on their websites, gaining powerful backlinks for Anodot, helping to position them as industry experts, and bringing in referral traffic. The result was a boost in Anodot's ranking power, and a spike in traffic as readers clicked the links from the blogs placed on other business's websites.

Now that Anodot was getting more traffic it was a question of optimizing the customer journey to maximize conversions. With large numbers of people now landing on blog content, a focus was placed on ensuring visitors took the steps to becoming leads by filling out contact forms. This required a focus on good copy, and demonstrating the value of working with Anodot.

CONCLUSION

Anodot's success at significantly increasing the performance of its website goes to show the power of unleashing strategy driven SEO and content campaigns. By working as a team with Anodot's highly talented and professional staff, KeyScouts was able to help boost traffic, increase leads, and ultimately convert more customers. Content marketing and improved SEO can make all the difference to any company's website, but it has to be done with consistency and purpose. Through following these steps, and unlocking the power of their website, the amazing team at Anodot has exceeded their goals and taken their online presence to a new level. With a clear roadmap for success, Anodot can now continue to grow their website and reach more customers through good SEO and high-quality content.

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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