

# CASE STUDY

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SPLITIT BOOSTS  
ORGANIC TRAFFIC BY  
130% WITH THE HELP  
OF KEYSKOUTS

# INTRODUCTION

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Every business wants something similar from digital marketing: to grow traffic, generate more leads, and make more conversions. Splitit came to KeyScouts with these same goals, however, they had a pressing need to significantly grow their traffic between Q2 and Q3. Having worked with KeyScouts to grow organic traffic by 10-20% over the past year, this gave us a big challenge to aim at.

To achieve these challenging goals, Splitit embarked on a full collaboration with KeyScouts, with an added focus on content creation and technical SEO. Often, businesses will try to grow their organic reach by focusing on on-site optimization, but as this study shows, it takes an all-round approach to unlock the full power of a website.

While optimizing existing pages will improve SEO performance, as was the case with Splitit, to achieve the most challenging targets and benefit fully from professional SEO services, you have to invest resources in expanding your content strategy.



# THE CHALLENGE

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Splitit already had many of the ingredients in place to bring in targeted organic traffic. They have a great product, a good user experience, and some good existing content. The challenge was to turn these ingredients into a website that was finely-tuned to bring in a large volume of organic traffic and turn it into good leads.

As an established brand, Splitit's traffic breaks down into two categories: branded and non-branded. Branded searches are those where someone types into Google "Splitit," whereas a non-branded search might be something like "split payment checkout," these are the searches where SEO could really make the difference for Splitit. Of Splitit's non-branded traffic, 70% landed on one page, with the other 30% being spread across the rest of the website. Delving deeper into that page, it was clear that 85% of its traffic came from one keyword. The problem with such a reliance on one page getting so much traffic from one keyword is that there's only so much optimization you can do. While this page was performing very well, and appearing between numbers 5 and 7 in the rankings for a very competitive keyword, there's only so much you can do to improve it. Small optimizations were made to the page, but there still wasn't enough to get the page into the top three where it would significantly increase its organic traffic. So, the challenge was to spread the risk and create more high-performing pages to draw in traffic.

# THE SOLUTION



## SERP Analysis and Optimizing for Search Intent

Splitit's key pages were already well optimized from a technical aspect, so it was important to look at the SERPs for their biggest search terms to understand why they weren't higher in the rankings. After analyzing the SERPs for Splitit's biggest search term, it became clear that the top results all addressed a slightly different search intent to Splitit's page. While Splitit's page addressed B2B users, the top three results all approached the subject from a B2C perspective. Although Splitit's page was doing well (ranking between 5 and 7,) it was missing out on the majority of the clicks that go to the top three positions.

To significantly boost traffic, it was important to change the focus of the information towards B2C consumers (Splitit caters to both B2B and B2C.) Having put time and effort into building their current page, Splitit didn't want to undo all the hard work they had done appealing to the B2B audience, so a different approach was required.

The solution was in a second, pre-existing page, which also ranked for the target keyword, but much lower in the rankings. By re-working and upgrading the content on this second page to address searcher intent, we were able to take "Page B" from the second page of the SERP up to #3 in the rankings. This allowed Splitit to take a much higher percentage of the clicks from a huge search term and significantly increase its organic traffic.

## Creating Content to Rank for Long-Tail Keywords

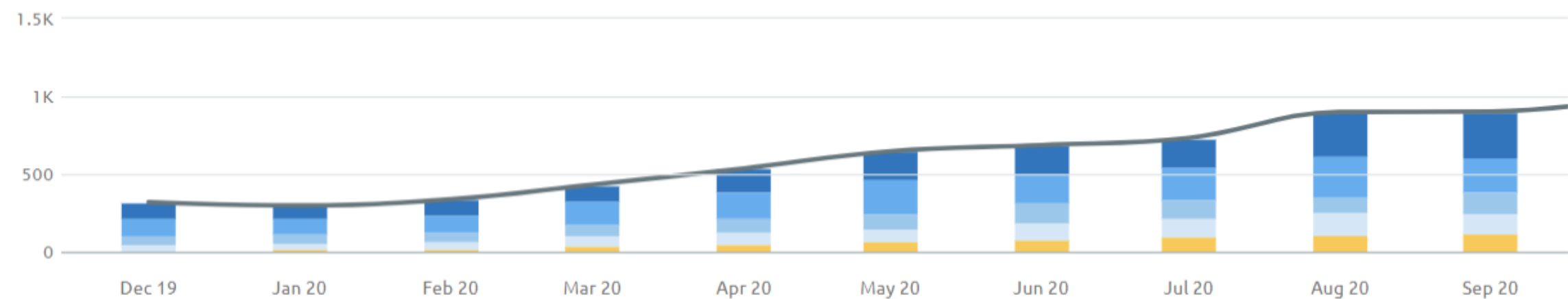
While a natural focus was on improving Splitit's performance on the huge keyword it already ranked for, there was also an opportunity to rank for a large number of targeted long-tail keywords.

These long-tail keywords can be much more specific, and so, often provide extremely good leads, meaning you're not just boosting traffic but lead creation too. To give Splitit a better chance of ranking for these long-tail keywords, we collaborated on a targeted content strategy, with individual blogs focused on each keyword. The results were immediate, and remarkable, with each blog quickly making its way into the top 50 Google results. As a result of these efforts, Splitit was able to rank for 20 times more keywords in just three months, as well as moving to #3 in the rankings for their main keyword. When you combine these approaches effectively, you can see these kinds of immediate bumps in your traffic, in this case, a 130% increase in one quarter.

## Amount of keywords Splitit rank for that include the optimized search term (source: SEMrush)

Organic Keywords Trend ⓘ

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ Total Notes ▾



# CONCLUSION

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There's only so much optimization you can do in terms of things like meta descriptions, titles, and alt text. If you're not seeing the results you're expecting, then sometimes you've got to dig into your SERP analysis and better understand the searcher intent for your keyword. In Splitit's case, analysis of the top Google results showed that people searching for this search term were looking for information on B2C, not the B2B information Splitit's page addressed. Once this was established, the route to the top of the rankings became much clearer - creating a page that addressed B2C concerns as well as Splitit's addressed B2B. This approach, combined with an expansion of Splitit's content creation to address a variety of long-tail keywords helped position the website as an authority in its niche and allowed it to quickly climb the rankings, drawing in more organic traffic and creating more leads.

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



# YOUR TURN

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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.

# CONTACT US

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