



# Strategic Content Building

52% Increase in User Engagement for a B2C Client

## CLIENT

A direct-to-consumer online marketplace.

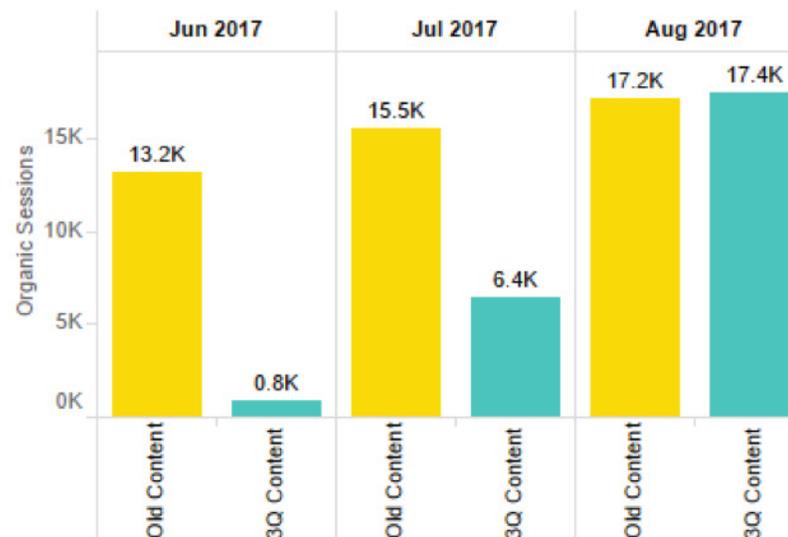
## CHALLENGE

In mid 2017, 3Q took over content-building responsibilities for a long-time SEO client. The previous content vendor's strategy was to target long-tail search, with the goal of being the sole publisher of niche topics to drive high-engagement users.

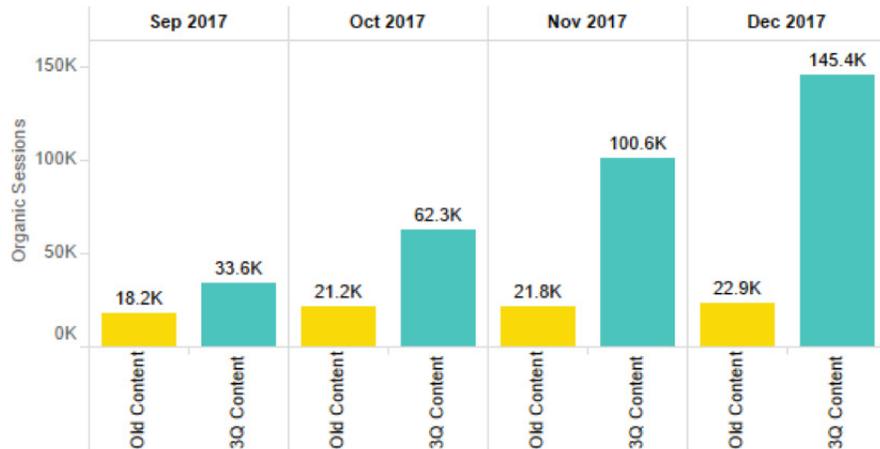
By June 2017, the previous content vendor had published 187 articles (over a course of 2+ years), and the client was experiencing slow growth (most of which was achieved through 4 articles that had high search demand).

## SOLUTION AND RESULTS

When 3Q assumed content-building responsibilities, we did our keyword research and only wrote on topics with search volume. We discovered that with the previous vendor's content, several of the topics had no search demand and many pages were only getting a couple reads per month. We began publishing content in June. Three months in, we'd already equaled the previous vendor's organic traffic count through only 40 articles.

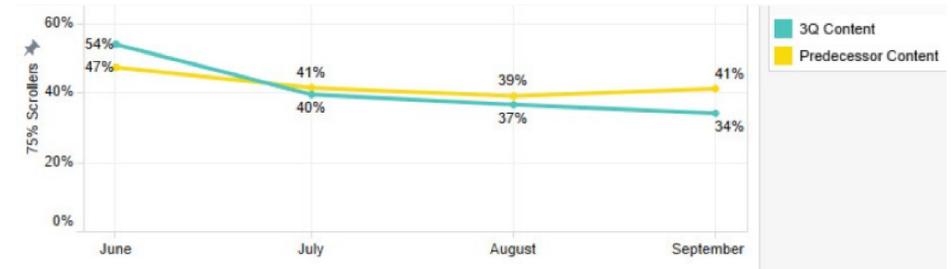


By the end of the year, still with just 113 articles (70 fewer than the previous vendor had produced since February 2017), 3Q Digital had increased organic traffic by 7x the previous vendor's count.



## Engagement

3Q Digital's SEO team relies on metrics beyond traffic, including engagement, to determine the success of their initiatives. For both our content and the previous vendor's content, here are the percentages of users who scrolled down to at least  $\frac{3}{4}$  of the page (indicating that they likely read most of the article):

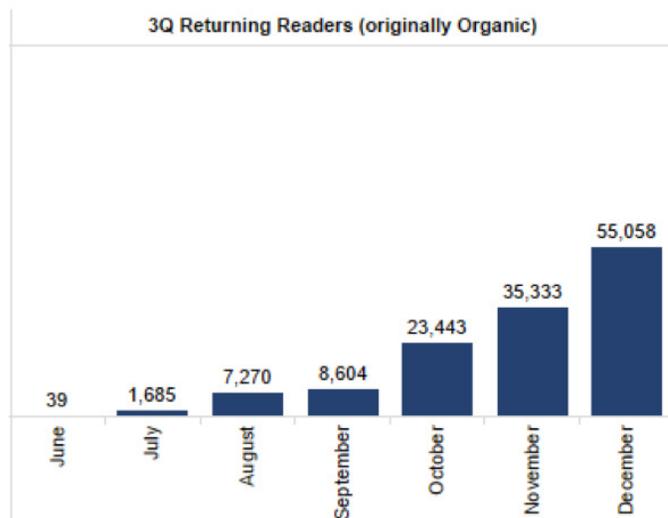


In September, the previous vendor had a 41% scroll rate vs. 3Q's 34% (scroll rate = users scrolling at least  $\frac{3}{4}$  through the page). However, 3Q had achieved 33.6k visitors in September while the previous vendor achieved 18.2k. When those numbers are combined with scroll rate, the results favored 3Q: 11.4k readers digesting the 3Q content in its entirety vs. 7.5k for the previous vendor—an increase of 52% just three months into our engagement.

## Returning Users

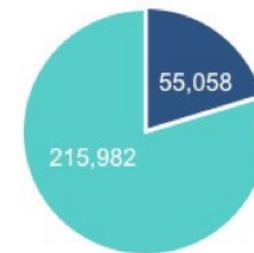
Another metric to evaluate content performance is returning users. Because our content is aimed at building authority and user trust (not direct response), we rarely recorded conversions on the first visit. The buying cycle incorporates more than one touchpoint and significant latency; thus, the returning users metric is essential for understanding the success of the campaigns.

Below is a monthly breakdown of users who were originally acquired through one of our articles organically **and** returned to the site on a separate occasion later on:



By December 2017, 3Q's content would make up 20% of the client's overall returning article traffic (including both the previous vendor's traffic as well as all articles ever published on this 15+ year-old domain).

## Organic Returning Article Breakdown December 2017



■ 3Q Articles ■ All Other Articles



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