

## Case Study

Boosting Trigify.io's Organic Traffic for a New Website Launch

### Background

Trigify.io, a startup specialising in sales automation, faced challenges in crafting an effective SEO strategy due to a lack of expertise in this critical area of marketing.

They approached ObenInc for comprehensive support in planning and implementing SEO practices to enhance their digital presence alongside the launch of their new website.

### Introduction

The primary goal for Trigify.io was to generate increased organic traffic and leads through strategic SEO efforts.

This involved extensive keyword research, development of a tailored SEO strategy, and creating a monthly content calendar to ensure a steady stream of optimised content.

### Challenges

**Trigify.io's primary challenges included:**

Generating targeted content for cluster blogs that would attract and engage the right audience.

Providing clear, actionable briefs to copywriters to produce effective SEO-driven content.



# The objectives were clear...

- Establish a solid foundation for Trigify.io's online presence
- Drive organic traffic to support business growth

## Solution

ObenInc's SEO expert, Tom, took the helm to develop a detailed keyword research document and a comprehensive blog strategy.

This strategy was designed to guide Trigify.io in creating impactful content tailored to their target audience's needs and search behaviours.

The focus on keyword optimisation and content relevancy was intended to lay a robust groundwork for the website's SEO.

## Lessons Learned

The engagement with ObenInc highlighted the importance of a well-researched SEO strategy and the need for precise communication with content creators to ensure the alignment of content production with SEO goals.

## Outcome and results!

### Improved SEO Knowledge:

Trigify.io's team became much more knowledgeable about their industry space, understanding the critical keywords and content strategies that resonate with their audience.

### SEO Foundations:

The strategies implemented have set a strong SEO foundation, enabling Trigify.io to build on this momentum as their business evolves.

## Conclusion

With ObenInc's expertise, Trigify.io has successfully established a robust SEO strategy that will continue to drive organic traffic and foster business growth.

This partnership has equipped the Trigify.io team with the tools and knowledge necessary to maintain and amplify their SEO efforts, ensuring ongoing success in their digital marketing initiatives.