



SINGLE GRAIN

AGENCY SERVICES

CASE STUDY

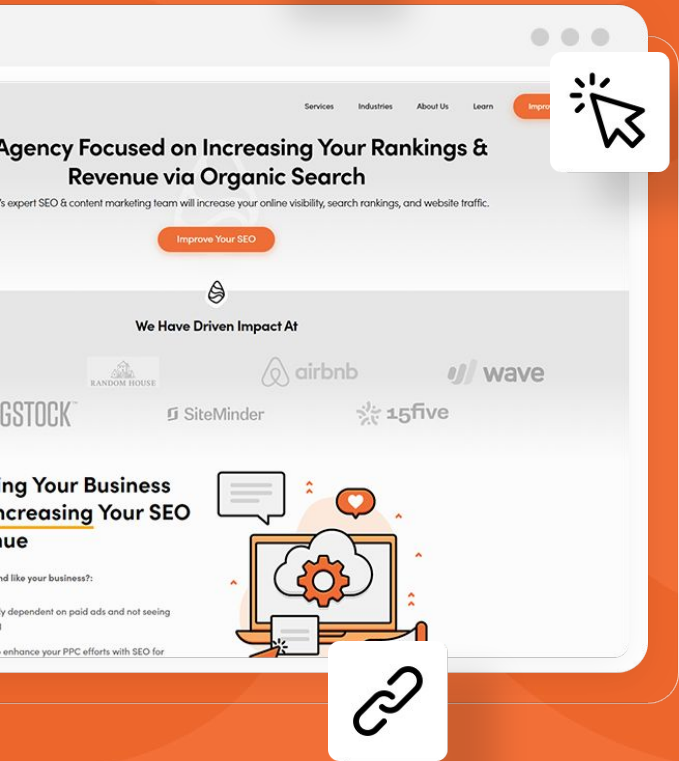
How We Leveraged pSEO to Boost Traffic, Generate Leads, and Reach a 300% ROI

The Numbers
Keeps Growing

160,000 impressions
and 160 clicks per day

Started
Here

300% ROI In Just 9 Months →



The Challenge

Our agency had an ambitious goal for improving search traffic across the Single Grain site.

We faced a big challenge: the only way we saw it possible to hit this goal was by creating tons of new pages on the site, but we were limited on budget.

The big question was, what strategy can we implement to hit our goal without spending too much time and money on creating thousands of high-quality pages by hand?



Our Goal

Build A Strategy to Generate A Steady Flow Of Qualified Leads Through New Site Pages While Keeping Our Content Quality High

The Tactics

Our goal was to generate a steady flow of leads and sales while keeping our content high-quality and relevant. This approach would also help us stay strong against Google's Core updates.

Programmatic SEO (pSEO) Strategy:



Used AI (GPT-3.5 and GPT-4) to create thousands of high-quality pages.

These pages targeted specific long-tail keywords, industry terms, and location-based searches related to our agency services.



Made reusable content templates to keep our layout and messaging consistent.

This allowed us to make small changes to rank for different keywords while keeping content relevant and user-friendly.

Keyword Targeting:



Did thorough keyword research to find 6,900 long-tail keywords likely to attract customers ready to buy.



Focused on keywords that showed strong buying intent to attract users searching for agency services.

AI-Driven Content Creation:



Used AI to create content quickly, saving time and money compared to manual writing.



Had humans check and improve the AI-generated content to maintain quality and relevance.



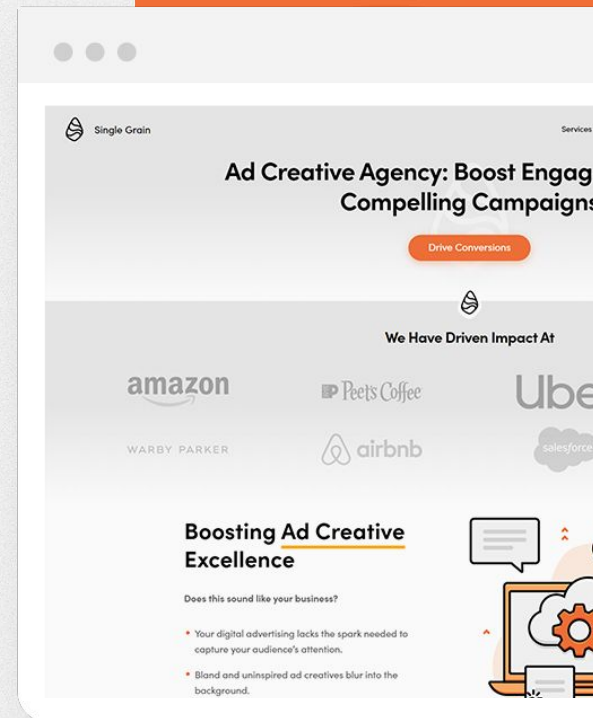
The Results

Big Growth in Online Visibility:

- ✓ **Within 9 months, we were receiving an average of 160,000 impressions and 160 clicks per day.**
- ✓ **We ranked for all 6,900 keywords we targeted, bringing steady traffic to our site.**

High-Quality Leads:

- ✓ **Got 742 leads, with 114 being high-quality (Marketing Qualified Leads).**
- ✓ **Landed several clients who signed up for 12-month contracts.**



The Results

Strong Conversion Rates:

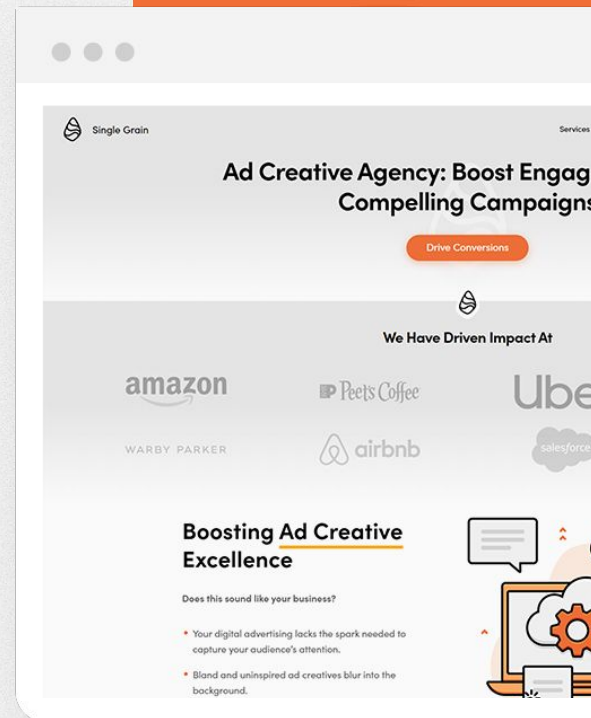
✓ **2% of all visitors booked consultations, vs. 0.05% from TOFU blog posts.**

✓ **This shows we attracted visitors who were ready to buy (bottom-of-funnel traffic).**

Great Return on Investment (ROI):

✓ **Made 300% return on our investment in just nine months.**

✓ **Set up for ongoing benefits, as our content will keep bringing in traffic and leads over time.**



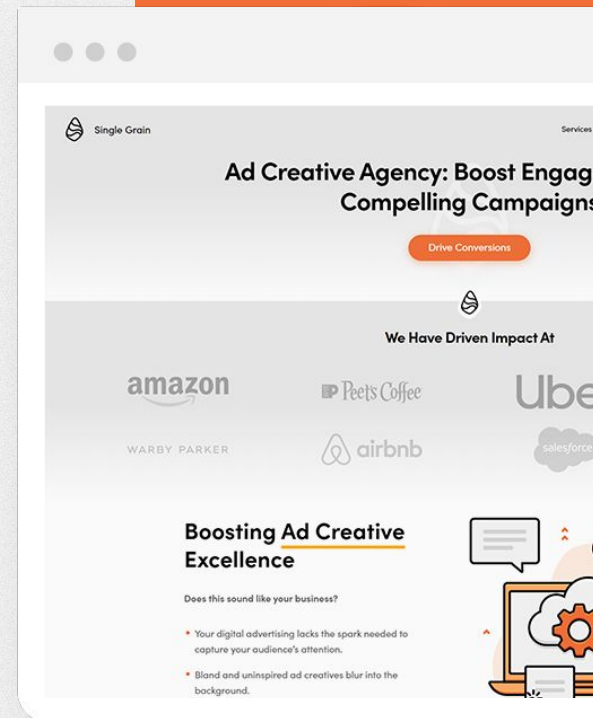
The Results

More Backlinks and SEO Authority:

- ✓ Got 1,549 organic backlinks, which boosted our authority in search results.
- ✓ Kept our content high-quality and relevant, helping us stay strong against Google updates.

Impact on Our Business:

- ✓ This project greatly helped our lead generation, directly growing our revenue through new clients.
- ✓ Our approach let us reach more people without losing quality, setting us up for long-term success in digital marketing.





Thank You

www.singlegrain.com

**Driving Innovative Marketing
for Great Companies**

If you want to achieve the same results, get in touch with SingleGrain.





CASE STUDY

AGENCY SERVICES

How We Leveraged pSEO to Boost Traffic, Generate Leads, and get a 3x ROI

Our agency wanted to boost our SEO to get more search traffic for our services. We faced a big challenge: the only way we saw it possible to hit this goal was by creating tons of new pages on the site, but we were limited on budget. The big question was, what strategy can we implement to hit our goal without spending too much time and money on creating thousands of high-quality pages by hand?

We used AI (GPT-3.5 and GPT-4) to create thousands of high-quality pages. We did thorough keyword research to find 6,900 long-tail keywords that showed strong buying intent. We had humans check and improve the AI-generated content to maintain quality and relevance. We focused on creating high-quality content that was more likely to be shared and linked. We regularly checked how well our content was doing and made sure it followed Google's quality guidelines. We created landing pages designed to turn visitors into leads and focused on getting high-quality leads.

300%

ROI
in 9 months

114

Marketing
Qualified Leads

1,549

Organic
backlinks

Ad Creative Agency: Boost Engagement with Compelling Campaigns

Drive Conversions

We Have Driven Impact At

amazon

Peets Coffee

Uber

lyft

BY PARKER

airbnb

salesforce

McDonald's

Boosting Ad Creative Excellence

Does this sound like your business?

- Your digital advertising lacks the spark needed to capture your audience's attention.
- Bland and uninspired ad creatives blur into the background.
- Decreased engagement and fewer conversions are the norm.
- Missed revenue opportunities due to ineffective ads.
- Optimizing ad spend and predicting performance feels daunting.

