

Case Study Library

Blue Rocket SEO



Strategy, execution, and measurement patterns for growth teams.

How to Use This Library

These briefs summarize the pattern behind each case: the business model, primary workstream, result signal, and transferable planning lesson. Use them for partner comparison, internal planning, and stakeholder discussions.

Case pages	98
Business models	B2B, Enterprise, Local, Ecommerce
Contact	help@bluerocketseo.net

Round Sky

3,400%

increase in keyword
rankings

B2B | SEO Marketing | Small business

Search became a stronger companion to paid media so the company could capture more durable demand.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Visionworks

313K+

increase in clicks

Enterprise | Enterprise SEO | Retail healthcare

Enterprise search work connected technical cleanup, content improvements, and authority across a large digital footprint.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Paul Mitchell Schools

100+

locations supported

Local | Multi-location SEO | Education

A multi-location strategy balanced national authority with local relevance across a broad school network.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Spoonful of Comfort

5 years partnership depth	Ecommerce Ecommerce SEO Food and gift ecommerce
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Long-term ecommerce strategy used search, content, and conversion improvements to stand out in a crowded market.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Canopy

Pipeline clarity buyer journey improvement	B2B CRO and Content Accounting software
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The program connected technical visibility, content usefulness, and conversion paths for a complex B2B buyer.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Venafi

Authority growth topic visibility	B2B B2B SEO Cybersecurity
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Expert-led search work helped organize complex security research into clearer authority signals.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Workfront

Demand support sales usefulness	B2B Content Marketing Work management software
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Content strategy supported search discovery and the sales conversations that follow a long evaluation cycle.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

AlphaGraphics

105% organic traffic lift	Enterprise Local SEO Printing and franchise services
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The program improved visibility while keeping market-level relevance tied to enterprise governance.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Car Rental Company

Organic efficiency large-site structure	Enterprise Enterprise SEO Travel
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High-volume search work focused on templates, internal links, and intent paths across many destination journeys.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Extra Space Storage

190+ new quality backlinks	Enterprise Content Marketing Self-storage
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Creative content and outreach helped a practical category earn reach, shares, and authority.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Avis

Market visibility location discovery	Local Local SEO Travel and transportation
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Local discovery work supported national brand consistency while improving market-level paths.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Pinnacle Roofing

Lead quality quote-ready demand	Local Local SEO and CRO Roofing
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Local service strategy focused on market intent, proof placement, and better quote paths.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Urban Orthodontics

1,782 ranking positions gained	Local Local SEO Orthodontics
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Local healthcare strategy rebuilt transparency, data access, and patient-ready discovery.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Kate's Real Food

Category growth organic shopping journey	Ecommerce Ecommerce SEO Food and beverage
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Ecommerce SEO connected product discovery, educational content, and buying confidence.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Nomatic

Efficient acquisition paid media learning	Ecommerce Ecommerce PPC Travel gear
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Paid media work aligned product value, creative, and shopping paths around stronger acquisition signals.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Sew Sweet Minky

Shopping confidence product storytelling	Ecommerce Content and PPC Textiles and gifts
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Content and paid support translated tactile product value into digital proof.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

CASE BRIEFS

Abbey Neuropsychology

Service-line clarity appointment-ready visibility	Local Local SEO and Content Healthcare
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A specialty practice needed pages that made services, referral fit, and patient questions easier to understand.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Cybersecurity Growth Program

Authority lift category trust	B2B SEO and Content Cybersecurity
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A security brand needed technical buyers to find credible answers before they were ready for a sales conversation.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

ClearTub

Purchase path clarity shopping confidence	Ecommerce Paid Search and CRO Home improvement
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A product-led retailer needed cleaner acquisition paths from paid demand to product evaluation.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Solstice Medicine Company

Patient trust care discovery	Local Content and Local SEO Medical practice
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A local care team needed content that answered sensitive questions with clarity and confidence.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Awardco Digital PR

283M readers reached	B2B Digital PR Employee rewards
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A B2B brand needed authority-building coverage that supported search trust and market awareness.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Luxor

152.3% ROAS increase	Ecommerce PPC Marketing Retail
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Paid media needed cleaner audience segmentation, creative hypotheses, and revenue-quality feedback.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

MedShift

134% email revenue increase	B2B RevOps Healthcare technology
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Lifecycle reporting and revenue handoffs needed to become clearer for growth decisions.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Awardco

35M+ impression surge	B2B SEO and Content Employee rewards
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Search and content work needed to make a complex category easier to discover and evaluate.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Dominator

\$324K revenue influenced	Ecommerce PPC Marketing Consumer products
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Paid media needed a stronger connection between product demand, campaign structure, and onsite conversion.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

The Honest Company

900+ new monthly purchases	Ecommerce SEO and Content Consumer goods
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Organic and content work had to support shoppers comparing values, ingredients, and everyday product fit.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Dr. Harvey's

187.93% organic traffic increase	Ecommerce SEO and Content Pet nutrition
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A nutrition brand needed search content that gave shoppers confidence without flattening expert nuance.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Ipson Law

Top 3 growth priority rankings	Local Local SEO and Reputation Legal
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A law firm needed local authority, trust signals, and service pages that supported high-intent searches.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

CORE Business Technologies

5,170%

impression increase

B2B | SEO and Web Strategy | Payments technology

A site refresh needed technical SEO, content structure, and conversion clarity from day one.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Higher Education Brand

54%

keyword ranking increase

Enterprise | SEO and Content | Higher education

A complex institution needed program discovery to become clearer for students and stakeholders.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

OyBoy

990.9%

new visitor increase

Local | Local SEO | HVAC

A local HVAC company needed hosting, technical, and local search limits resolved before growth could accelerate.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Absolute Air

784%

organic visitor increase

Local | SEO Marketing | HVAC

A service-area business needed to recover visibility and compete for local searches that drive real calls.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

CDL

384% organic traffic increase	Enterprise Automotive SEO Transportation training
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A transportation training brand needed stronger content, link structure, and navigation to reach qualified researchers.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

QZZR

130+ first-page rankings	B2B SEO Marketing Interactive software
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A software company needed organic visibility to support a broader lead-generation system.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

American Roofing

Storm-season on readiness lead quality	Local Roofing SEO Roofing
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A roofing company needed local search and conversion paths ready before seasonal demand spikes.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Excel SoftSources

Pipeline discovery technical buyer fit	B2B B2B SEO Software development
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A development partner needed to connect technical service pages with the questions buyers already ask.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Finch Brands

Thought leadership qualified attention	B2B Content Marketing Brand consulting
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A consulting firm needed expert content that could travel from search into sales conversations.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

American Pest Control

Market coverage call-ready demand	Local Local SEO Pest control
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A local service brand needed service-area visibility and proof for urgent searches.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Security and Home Automation Systems

Quote-path lift homeowner demand	Local SEO and Paid Search Home services
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The team needed better alignment between local searches, offer clarity, and consultation requests.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

KodeKloud

Learning demand topic expansion	B2B Content Marketing Technical education
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A technical education brand needed content that matched how practitioners research training decisions.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

CASE BRIEFS

Cybersecurity Management

Trust signals expert authority	B2B SEO and Digital PR Cybersecurity
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A technical audience needed proof that the brand understood risk, compliance, and security operations.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Current Home

Qualified consultations market education	Local Local SEO and PPC Solar and energy
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A home energy company needed local visibility plus education that answered cost and installation concerns.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

NOW Tech

789 ranking gains	B2B SEO Marketing Information technology
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An IT provider needed to turn organic discovery into stronger service-line relevance.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Redmond Life

Category clarity organic growth	Ecommerce SEO and Content Wellness products
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A wellness brand needed education and product pages to work together across the buying journey.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Agility

Search maturity enterprise discovery	B2B SEO and Content Logistics software
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A logistics brand needed clearer topic architecture for buyers comparing complex operational tools.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Paystand

Demand capture category visibility	B2B SEO Marketing Fintech payments
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A payments company needed search content that matched how finance leaders evaluate modernization.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Rehab and Recovery

Sensitive journey clarity patient trust	Local Content and Local SEO Healthcare
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A treatment provider needed pages that respected urgency, privacy, and fit before contact.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Tech9

Service discovery qualified leads	B2B SEO Marketing Software development
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A software services team needed stronger content paths around technical credibility and business outcomes.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Yo Soy Nu Skin

Audience fit localized engagement	Enterprise Content Localization Consumer products
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A global brand needed content that felt relevant to a defined audience without fragmenting brand standards.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Emergent Software

Expert visibility buyer education	B2B SEO and Content Custom software
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A software firm needed service expertise structured for both search engines and cautious buyers.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Power Finance Texas

Local trust application intent	Local Finance SEO Financial services
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A finance brand needed regulated content, local credibility, and clearer conversion paths.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

iMpacT Utah

Program awareness stakeholder education	B2B Content Marketing Manufacturing support
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A nonprofit business resource needed content that explained value to manufacturers and partners.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Mortgage Educators and Compliance

Course discovery regulated search	B2B SEO and Content Professional education
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An education provider needed search paths aligned to compliance needs and course readiness.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Latest Solutions

Market relevance solution demand	B2B SEO Marketing Business services
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A service firm needed clearer pages around problems, services, and proof for decision makers.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Visionworks Content Marketing

Content scale patient education	Enterprise Content Marketing Retail healthcare
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A large healthcare retailer needed content that could support discovery while staying useful to patients.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

McCoy's Knotty Alder

Project demand regional visibility	Local Local SEO Home materials
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A specialty building-materials company needed to be found by homeowners and contractors comparing options.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

TaxHelp MD

Consultation clarity urgent intent	Local SEO and CRO Tax services
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A tax services brand needed search visibility and pages that reduced anxiety before inquiry.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Hemplucid

Product education shopping trust	Ecommerce SEO and Content Wellness ecommerce
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A wellness ecommerce brand needed credible educational content around complex product questions.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Roswell INFINITI

Inventory discovery local shopping	Local Automotive SEO Automotive retail
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A dealership needed organic paths that supported inventory, service, and local shopper comparison.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Sew Sweet Minky Review

Review trust shopping confidence	Ecommerce Reputation Management Textiles and gifts
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Customer feedback needed to become more visible and useful during product evaluation.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

SaaS Growth Program

5,600% organic traffic lift	B2B SaaS SEO Software as a service
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A SaaS team needed content and search structure that supported longer evaluation cycles.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Kiwi Energy

Market education local demand	Local SEO Marketing Energy services
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An energy provider needed pages that helped customers understand options, savings, and service fit.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Elite Ops

Authority growth expert positioning	B2B SEO and Content Operations consulting
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A consulting brand needed search content that translated expertise into clear buyer questions.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Removal Tech

Service-area lift call demand	Local Local SEO Specialty services
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A specialty local service needed stronger discovery across urgent service-area searches.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

CASE BRIEFS

Ecommerce Retailer

Organic transactions shopping journey	Ecommerce Ecommerce SEO Retail
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A retail site needed category and content improvements that made discovery connect to product decisions.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Instant Tax Solutions

Lead quality high-intent demand	Local SEO and Paid Search Tax services
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A tax resolution brand needed paid and organic channels to focus on qualified consultations.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Energy and Power Company

Technical visibility commercial research	Enterprise SEO Marketing Energy
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An energy company needed search structure that made complex solutions easier to evaluate.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

ROI Solutions

Sales enablement buyer clarity	B2B SEO and Content Data services
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A data partner needed content that worked in search and in post-demo conversations.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Swim Jim Part 2

340K impressions earned	Local Local SEO Swim education
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A multi-market swim school needed continued visibility gains around parent research and local enrollment.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

GM Nameplate

1,215 ranking improvements	B2B Manufacturing SEO Manufacturing
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A manufacturer needed technical product visibility and stronger authority across niche searches.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Pluralsight

Audience growth learning demand	B2B Content Marketing Technology education
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A technology education company needed content that met practitioners at different skill and buying stages.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Cascade

Local visibility project inquiries	Local SEO Marketing Home improvement
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A home improvement brand needed search paths that matched service area and homeowner intent.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Nu Skin

Global alignment brand demand	Enterprise SEO and Content Consumer products
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An enterprise consumer brand needed content structure that respected both broad awareness and specific buyer needs.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Discover Healing

Course confidence organic demand	Ecommerce Content Marketing Wellness education
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A wellness education brand needed content that clarified methodology, trust, and next steps.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Loam Wolf

Audience authority affiliate demand	Ecommerce Content Marketing Outdoor gear media
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A media and commerce brand needed authority content that supported gear research and partner value.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Leadership and Consultation

Decision support expert credibility	B2B Content Marketing Executive consulting
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A leadership consulting brand needed content that made abstract expertise concrete for executives.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Totem

2,860% session increase	B2B SEO Marketing Technology
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A technology company needed search architecture and content improvements that turned sparse visibility into demand.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Soft Gel

Technical discovery buyer trust	B2B Manufacturing SEO Nutraceutical manufacturing
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A manufacturer needed technical pages that reflected how product teams and buyers compare partners.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Best Vinyl

Local project lift quote intent	Local Local SEO Fencing and exteriors
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A home exterior company needed stronger service-area visibility and proof for local quote searches.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Nutraceutical Brand

Category trust shopping confidence	Ecommerce SEO and Content Supplements
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A supplement brand needed compliant, useful content that supported product discovery without overclaiming.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Purple

Brand demand organic revenue	Ecommerce SEO and Content Mattress retail
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A consumer brand needed content and search paths that helped shoppers compare comfort, value, and fit.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

SwimJim

Enrollment demand parent search	Local Local SEO Swim education
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A swim school needed local pages, content, and trust signals that made enrollment decisions easier.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Interior Products Manufacturer

Specifier visibility technical authority	B2B SEO and Digital PR Manufacturing
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A manufacturer needed to be found by designers, architects, and procurement teams researching product options.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Outdoor Gear Retailer

Acquisition efficiency product-led demand	Ecommerce PPC and SEO Outdoor retail
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A product retailer needed paid and organic programs that supported seasonality and margin.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Local Roofing Network

Multi-market coverage qualified calls	Local Local SEO Roofing
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A roofing network needed market-level visibility without duplicating thin location pages.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Regional Law Firm

Case-fit inquiries trust growth	Local SEO and Reputation Legal
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A law firm needed content, reviews, and local signals aligned around qualified case intake.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Dental Practice Group

Appointment lift patient confidence	Local Local SEO and CRO Dental
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A dental group needed local discovery plus pages that made provider fit easier to judge.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Fintech Payments Brand

Pipeline visibility qualified accounts	B2B SEO and RevOps Fintech
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A payments brand needed search demand connected to CRM feedback and account-quality signals.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Health and Wellness Marketplace

Category discovery shopper trust	Ecommerce SEO and Content Wellness marketplace
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A marketplace needed education, category pages, and internal links that made comparison easier.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

B2B Data Platform

Entity clarity AI search readiness	B2B AI SEO and Content Data platform
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A data platform needed expertise and entity signals that could support Google and AI-assisted discovery.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Franchise Education Network

Local enrollment network governance	Local Multi-location SEO Education franchise
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A franchise education network needed local pages that were specific enough to rank and consistent enough to govern.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Senior Care Provider

Family trust consultation readiness	Local Local SEO and Content Senior care
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A senior care provider needed compassionate content and local proof for families making high-stakes decisions.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Home Services Marketplace

Journey clarity service matching	Enterprise SEO and CRO Home services
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A marketplace needed cleaner paths between informational demand, provider comparison, and request flows.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Specialty Food Brand

Repeat purchase product education	Ecommerce Ecommerce Content Food and beverage
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A specialty food brand needed content that connected product value, gifting, and repeat customer behavior.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

B2B SaaS Marketplace

Comparison intent vendor discovery	B2B SEO and Content SaaS marketplace
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A marketplace needed comparison pages and content that helped buyers narrow options with confidence.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Consumer Finance Platform

Trust growth regulated content	B2B SEO and Content Financial technology
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A finance platform needed helpful content that respected risk, accuracy, and long buying cycles.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

Mental Health Provider Network

Care-fit clarity patient trust	Local Local SEO and Content Mental health
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A provider network needed sensitive local content that made care options clear without creating pressure.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.

GED Education Initiative

12.3M impressions earned	Enterprise SEO and Content Education
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An education initiative needed informational content to reach learners researching credentials and next steps.

Planning lesson: diagnose the constraint, sequence the work, connect specialists around one roadmap, and review the evidence against customer quality and business movement.