



B2B SEO

Building organic visibility beyond paid acquisition

How Round Sky used a connected Blue Rocket SEO growth program to create clearer, more durable marketing momentum.

THE CLIENT

Round Sky

3,400%

increase in keyword rankings

The challenge

Round Sky needed organic search to become a meaningful growth channel alongside paid media. The opportunity was not simply to publish more pages, but to establish a stronger technical and topical foundation that could earn visibility over time.

The Blue Rocket approach

Blue Rocket aligned search opportunity with the buyer journey, improved the site foundation, and built content around high-value questions. Rankings served as a leading signal, while engagement and lead quality guided the next priorities.

Why the case matters

The case is useful because it shows how strategy, implementation ownership, and measurement discipline work together. The exact result depends on market conditions, starting point, investment, and execution speed, but the operating pattern can guide similar teams.

Four connected workstreams

- 01 Opportunity mapping**
Prioritized themes by commercial relevance, competition, and fit with the company's expertise.

- 02 Technical foundation**
Removed crawl and indexation friction so important pages could be evaluated consistently.

- 03 Content system**
Created focused pages and resources that answered buyer questions with useful depth.

- 04 Authority growth**
Strengthened credibility through relevant digital PR and link earning.

What the result made possible

- Organic search became a stronger complement to paid acquisition.
- The content roadmap connected rankings to real buying questions.
- A repeatable measurement rhythm made the program easier to improve.

How strategy moved into accountable execution

The Round Sky program was organized around a shared growth problem instead of disconnected channel activity. Specialists could see the customer, the constraint, the dependencies, and the evidence needed to make the next decision.

Phase 1: establish the baseline

Blue Rocket documented current visibility, page usefulness, technical constraints, proof gaps, measurement reliability, and the implementation resources available. That converted a broad growth ambition into a sequenced plan.

Phase 2: strengthen the foundation

The highest-impact work began across opportunity mapping, technical foundation, and content system. Owners and dependencies stayed visible so recommendations could move into production without losing their strategic purpose.

Phase 3: learn and compound

Early signals were reviewed alongside customer quality and business context. The roadmap changed as evidence arrived, preserving what worked and redirecting effort where the next gain was more credible.

Governance that kept momentum

Weekly working sessions handled blockers and near-term delivery. Monthly reviews connected completed work to visibility, engagement, and qualified action. Quarterly planning revisited market pressure, investment, and the assumptions behind the strategy.

The result matters. The system behind it matters more.

The featured outcome - 3,400% increase in keyword rankings - is presented with context. It reflects the conditions, investment, implementation, and starting point of this engagement and should not be treated as a universal forecast.

A useful measurement stack

Leading indicators showed whether the work was becoming visible and useful. Engagement signals showed whether the audience was finding relevant information and moving through the journey. Business outcomes connected qualified demand to pipeline, revenue, efficiency, appointments, or customer value wherever the data allowed.

Questions for a similar growth team

1. Which customer or commercial constraint is the program designed to remove?
2. What must be true about access, ownership, content, technology, and measurement for execution to work?
3. Which early indicators will signal progress, and which business outcomes will determine whether to scale?
4. How often will the team revisit assumptions and change the roadmap based on evidence?

Build your next growth story

Bring Blue Rocket the business challenge, the pressure behind it, and the outcome that matters. We will bring a clear point of view on what should happen next.

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Results are specific to the featured engagement. Individual outcomes vary by market, investment, implementation, and starting point.