

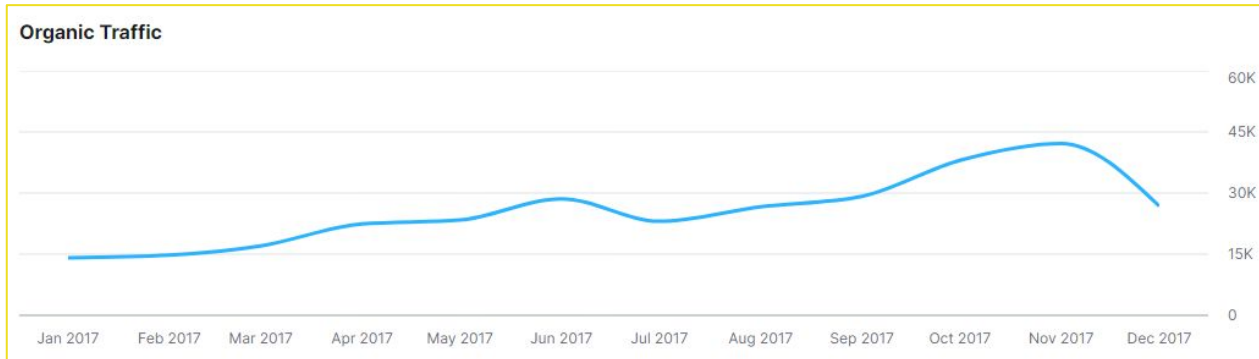


# Case Study: Workfront

Paid & Organic Search Marketing Co-Optimization

# Case Study: Workfront

**Workfront**, an enterprise software-as-a-service platform for enterprise workflow management (acquired by Adobe), needed to more effectively reach clients through paid and organic search. The company needed to be findable across the buying cycle and to support sales growth. The paid search program was riddled by technical challenges to include tracking issues, inefficient spend, and poor data quality. These improvements had to be made in an environment with competing priorities and resource constraints.



# Solution

Our team reconstructed the technical roadmap, provided training, and specific instructions for implementation. Content planning focused on filling the gaps between various stages of the buying cycle was performed to fill the top and the bottom of the funnel. A cadence of periodic SEO technical review was established and research was performed to support the business case for prioritizing specific technical fixes.

Our team established a process for improving the spend efficiency in paid search while extending reach during critical seasonal peaks.





# Paid / Organic Co-Optimization

Dozens of converting keywords were found with extremely high cost per click with no presence in organic search.

Content Plan was created to achieve high organic search ranking for the top priority keywords.

The resulting traffic saved in excess of \$50,000 monthly for the paid search program, allowing that spend to be applied to other areas.

## Workflow Software

- \$20,368 - YTD Cost - CPC \$37

## Project Tracker

- \$6,928 - YTD Cost - CPC \$37

## Team Management Software

- \$,8581 - YTD Cost - CPC \$50

## Project Scheduling Software

- \$13,165 - YTD Cost - CPC \$36

## Portfolio Management Software

- \$7,594 - YTD Cost - CPC \$34

## Project Tracking Software

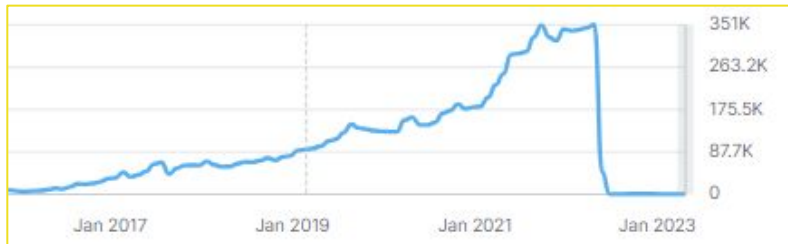
- \$6,078 - YTD Cost - CPC \$44

# Results

- **Traffic** increased from 40,000 to over 350,000 monthly visits
- **Keywords** on Page 1 increased from 3,460 to 12,600
- **Reduced Costs** for paid search in excess of \$50K monthly
- **Extended Reach** for paid search during seasonal peaks by 30%
- **Increased Monthly Organic Search Value** from \$100K to \$300K



Traffic



Keywords

