How Virayo helped SPOTIO generate $2.8 million in new ARR from organic search

New demos

1,700+

Monthly organic traffic growth

700%

Closed deals from organic search

418

Organic search traffic has become our leading source of new sales pipeline, **driving 48% of inbound Sales Qualified Leads**. Since January 2019, this channel has generated 1,700+ software demos and 418 closed deals, which has equated to $2.8M in new ARR.

—Jamison Moore, Demand Generation Manager, Spotio

SPOTIO
Case Study

SPOTIO is a leader in field sales software, founded in 2014.

CHALLENGES

- Migrate website without losing traffic
- Drive traffic and SQLs for B2B market
- Dominate SERP for B2C

SOLUTIONS

- Created a site migration plan
- Built a keyword strategy and content roadmap
- Optimized product and feature pages
- Created content outlines for internal writers
- Built quality links to accelerate rankings

RESULTS

- 1,700+ new demos
- 418 closed deals
- Grew monthly organic traffic from 6,000 to over 40,000
- $2.8M in new ARR over ~4 years

VIRAYO

Challenges

SPOTIO had a top door-to-door B2C sales app when SPOTIO CEO Trey Gibson reached out to Virayo with three new goals:

1 Build out B2C content to dominate organic search results.

2 Move upmarket and generate demand in the B2B field sales market.

3 Migrate to a new website without losing any organic traffic.

Site migrations can be risky for organic traffic, so we needed a plan for minimizing traffic loss during the migration. We also needed a keyword strategy and SEO roadmap to drive SQLs for SPOTIO's new B2B field sales ICP and its B2C audience. We came up with an in-depth SEO strategy to achieve our business objectives.

Goals

⇨ **Preserve traffic**

⇨ **Improve rankings for valuable keywords**

⇨ **Drive qualified organic traffic**

⇨ **Generate more SQLs**

Solution

To prepare for the site migration, we conducted an in-depth audit of all indexable site content. Based on page performance metrics — like organic visits, referring domain counts, and engagement — we then assigned one of four action items to every URL: keep, remove, improve, or consolidate. We also identified opportunities for redirects, if any two pages were competing for the same keyword and diluting rank potential.

We created URL maps to ensure all valuable content would migrate correctly to the new site, while at the same time identifying opportunities for internal linking that would boost page-level authority across important product pages.

,	Month of Completion	Level of Effort	Existing/New	Content Typ	Status	Keyword	Volume	Content Brief URL
	August	Moderate	New	Blog	Live		300	https://docs.google.com/docun
Virayo	August	Light	Existing	Blog	Live		210	https://docs.google.com/docun
	August	Heavy	Existing	Blog	Live		110	https://docs.google.com/docun
Virayo	August	Moderate	New	Blog	Live		300	https://docs.google.com/docun
	August	Moderate	New	Blog	Live		80	https://docs.google.com/docun
Virayo	August	Light	Existing	Blog	Live		210	https://docs.google.com/docun
	September	Heavy	New	Blog	Live		150	https://docs.google.com/docun
Virayo	September	Light	Existing	Feature	Live		80	https://docs.google.com/docun
	September	Heavy	New	Blog	Live		300	https://docs.google.com/docun
Virayo	September	Moderate	New	Blog	Live		80	https://docs.google.com/docun
	September	Heavy	New	Blog	Live		450	https://docs.google.com/docun
Virayo	September	Light	Existing	Blog	Live		500	https://docs.google.com/docun
Virayo	August	Heavy	New	Blog	Live		480	https://docs.google.com/docun
Virayo	September	Heavy	New	Blog	Live			https://docs.google.com/docun
	October	Heavy	New	Blog	Live		150	https://docs.google.com/docun
	October	Heavy	New	Blog	Live		260	https://docs.google.com/docun
Virayo	October	Light	Existing	Blog	Live		450	https://docs.google.com/docun
Virayo	October	Light	Existing	Product	Live		210	https://docs.google.com/docun
	October	Moderate	New	Blog	Live		100	https://docs.google.com/docun
Virayo	October	Light	Existing	Blog	Live		260	https://docs.google.com/docun
Virayo	September	Moderate	New	Blog	Live		480	https://docs.google.com/docun
	November	Heavy	New	Blog	Live		150	https://docs.google.com/docun

Next, we built a master list of existing and new keyword opportunities that could drive qualified traffic to the website across both the B2C (where they were already established) and B2B markets. The client reviewed and approved the most valuable opportunities based on input from the demand and sales teams, then we assigned content types to each keyword and qualified the list from lowest to highest level of competition. We extracted the highest intent keyword opportunities with the lowest level of competition so we could quickly start to generate pipeline activity.

We set up a quarterly content roadmap with the approved keywords, then created detailed outlines for SPOTIO's writing team, with section headers, word counts, primary and secondary keywords, product positioning, and reference links.

Once content production was under way, Virayo's SEO and content teams shifted focus to feature and product page optimizations. We identified on-page gaps and provided the copy to fill them, which helped quickly push SPOTIO's conversion pages toward the top of the search results.

Virayo also built internal links to strengthen topical authority across the website and built quality backlinks to high-intent assets that were targeting competitive keywords. In addition to this proactive link building campaign, we helped SPOTIO rank highly for *linkable topics* such as "sales stats" that have passively generated hundreds of topically relevant backlinks over the years. Zero outreach required.

After the migration, we crawled the site to catch any technical SEO errors that may have occurred during the process and told SPOTIO how to correct them.

Our efforts created a finely-tuned SEO engine that was closely aligned with SPOTIO's business goals and helped them dominate the SERPs in both the B2C and B2B field sales markets.

Results

☑ Generated **772 top-3 keyword rankings**

☑ Grew organic monthly site visitors **from ~6,000 to over 40,000**

☑ Generated **1,700+ demos**

☑ Turned organic search traffic into the **#1 driver of new sales pipeline**

Want your SEO channel to become a leading source of new sales pipeline?

Schedule a FREE discovery call, and we'll share the biggest organic growth opportunities for your business.

Book a Call

VIRAYO