

JAWFISH

Wonderflow

600 Keywords Ranked & 550 New Visitors Per Month

Wonderflow came to Jawfish Digital via a referral from a client of ours, LeadBoxer. Both companies are in the software space and Wonderflow needed help creating content that would attract new web traffic and cater to their target audience.

Wonderflow's platform is targetted towards marketing, product research, and customer experience professionals. In short, the platform collects and analyzes customer feedback from a variety of sources including a customer's own website as well as places like Google, Amazon, Target.com, Walmart.com, etc.

The tool then makes sense of all of this data so users can make informed decisions about the future of their products and marketing campaigns. For example, users can view what type of feedback is commonly given by customers, how a specific product compares to another in terms of customer satisfaction, or see what product features are most important to customers.

Solution

After discussing Wonderflow's needs, we decided to move forward with our Pro content marketing retainer plan.

In this plan, we publish three long-form (2,500+ words) blog posts per month and handle the entire content creation and promotion process.

In our first month, we researched and strategized a list of keywords to target and worked together to choose the best opportunities from that list.

A few examples included "text analysis", "customer experience analysis", and "types of customer feedback".

All of these keywords marked opportunities that received a high amount of traffic but would still be relatively easy to rank in Google. They were also topics that Wonderflow's target audience would be interested in.

Package Options	Pro
Blog Posts	3 long-form blog posts per month
Total Blog Post Word Count	7,500 words per month
Content Project Management	Yes
Organic Social Media Posts	18 per month
Post to Industry Forums or LinkedIn & Facebook Groups	Yes. 6 posts per month.
Paid Promotion	\$300 spent on paid promotion
Email Newsletters	3 per month
Lead Magnets	1 Basic lead magnet (1,000-word max) per quarter (3 mo.)
Landing Page/Call-to-Action Setup	1 per quarter (3 mo.)
Keyword Research	Yes
Keyword Ranking Reports	Monthly
Post Blog Posts to Website	Yes
SEO Blog Post Optimization	Yes
Custom Graphic Creation	Yes
Client Calls	Up to 2 hours per month
Link Building	1x DA30+ link per month
Pricing	\$6,000 per month

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In our first four months of working together, we published the following 12 blog posts:

- [Text Analysis 101: An In-Depth Guide for Beginners](#)
- [Customer Experience Analysis: 5 Steps to Happy Customers](#)
- [50+ Focus Group Questions to Ask for Valuable Customer Feedback](#)
- [10 Sentiment Analysis Examples That Will Help Improve Your Products](#)
- [35+ Best Customer Experience Software Platforms of 2019](#)
- [The Best Survey Method: 11 Experts Weigh In](#)
- [12 NLP Examples: How Natural Language Processing is Used](#)
- [5 Types of Customer Feedback and How to Collect Them](#)
- [How to Become a Customer-Centric Organization: An Introductory Guide](#)
- [What is Customer Feedback Management & How Can It Improve Customer Experience?](#)
- [How to Collect and Analyze Employee Feedback to Increase Satisfaction](#)
- [What are Predictive Analytics & How Can They Provide a Competitive Advantage?](#)

Results

Six months later, a number of blog posts already rank in Google with six on the first page for the target keyword alone. In general, it usually takes a minimum of three months, but more typically six months, to start seeing noticeable results in Google.

So we were excited to see this type of performance already. At a glance, here are a few noticeable results:

600+

**Keywords
ranked**

550+

**New website
visitors/month**

30,000+

**Words of new
content**

80+

**New
backlinks**

6

**Blog posts
ranked on the
1st page of
Google**

2

**Blog posts
ranked on page
two of Google**

Results as of 4/3/2019