

# How QuotaPath Increased Organic Traffic by 868% using INK



## Introduction

With a very lean marketing team of only three people, limited content marketing experience, and the budget constraints caused by a global pandemic, [QuotaPath](#) was looking for the best way to ensure its marketing resources delivered maximum ROI.

The team set out to consistently increase traffic by 10% month over month while limiting paid advertising.

In this case study, you'll see how QuotaPath partnered with INK to drive an impressive increase in high-quality leads that rivals [our own rapid growth](#). In less than three months, our INK content optimization software helped QuotaPath increase organic traffic by **over 868%**— with virtually no paid advertising.

What's more, before launching this initiative with INK, QuotaPath had just nine keywords ranking in the highly-visible top 10 Google search results for extremely competitive keywords.

After QuotaPath's INK-optimized content was launched, the number of **top-ranking keywords increased by 680%**, making the company almost **eight times more visible** to its target audience.

*“We're much more deliberate about SEO when writing using INK. Before, we wrote what we THOUGHT people might want to read. Now, we KNOW what people want, and we can provide that for them.”* — Graham Collins, Head of Growth at QuotaPath

Here's how QuotaPath used INK to become SEO experts, save the company money, and connect with the highest-quality leads like never before.

## Background

Historically, QuotaPath's digital marketing strategy relied heavily on SEM with some supplemental SEO. The company combined paid advertising with occasional content marketing experiments like publishing blog posts and press releases.

For example, QuotaPath did not have a defined SEO strategy or content calendar. Instead, the team produced most of its content off-the-cuff. Since publishing frequency and consistency are important ranking factors, QuotaPath's organic traffic was inconsistent and not growing.

Then, the COVID-19 pandemic forced virtually every business to re-evaluate their objectives, capabilities, and budgets— including QuotaPath. As businesses began transitioning to a remote model and widespread lockdowns continue to keep consumers at home, a strong and visible digital presence became more important than ever.

Like many companies, QuotaPath decided to pause the majority of its paid ads and pivot to more organic tactics to drive leads to its website. The team was always interested in exploring different avenues to help increase traffic organically, but now it was a crucial business objective.

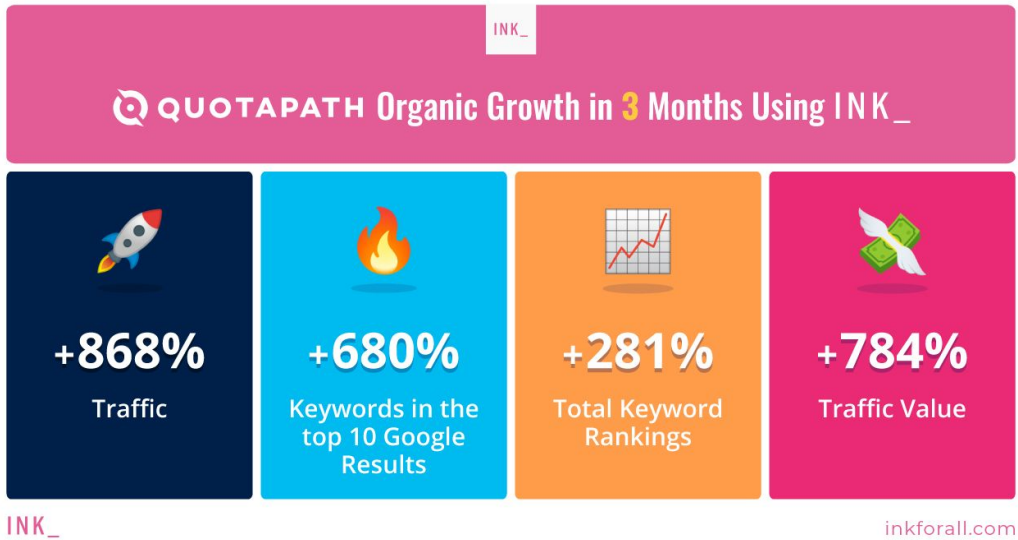
QuotaPath sought to achieve this goal with a planned content initiative using INK.

## SEO Audit

QuotaPath used Ahrefs to evaluate its current SEO performance. The idea was to establish a baseline that the team could use to measure any resulting traffic changes, gains, and increases.

While several pieces of previously published content *did* drive organic traffic to the QuotaPath website, an SEO audit revealed that the traffic wasn't consistent or growing.

For example, before launching INK-optimized content, QuotaPath's organic traffic was stuck between 80 and 150 visitors. The company's website was ranking organically for about 530 relevant keywords, but only about eight keywords in the top 10 Google search results. Finally, QuotaPath's traffic value was about \$162.



An overview of QuotaPath's impressive INK-powered organic growth in record time.

## Keyword Research + Competitive Analysis

To ensure the new content was as relevant to the company's target audiences as possible, the QuotaPath marketing team started with intent research.

Since QuotaPath is a sales compensation and commissions tracking software provider, the majority of its content is sales-oriented. QuotaPath's content addresses three main intent groups, with articles geared toward sales leaders, sales operations,

and individual salespeople. Therefore, the team identified relevant keyword opportunities within these three intent groups.

Specifically, QuotaPath targeted low-difficulty keywords with a search volume of at least 250 searches per month. Next, the team conducted a competitive analysis to understand if competitors were already ranking for any of the same keywords.

In the end, the team settled on a final list of 200 target keywords.

## SEO Strategy + Content Creation

QuotaPath's objectives were to:

- Increase traffic by 10%, month over month.
- Rank in the top 10 Google search results for at least 20 of their 200 total target keywords.
- Decrease SEM spend.
- Focus on creating evergreen content for a more sustained ROI vs. SEM.

As such, the team relied on Ahrefs to identify the keywords for which competitors were either not ranking well for or at all.

QuotaPath then selected the 20 keywords with the highest volume and lowest ranking difficulty. These search terms represent QuotaPath's priority keyword list for this initiative.

Next, the team used this intent research and the INK content performance optimization software to craft a comprehensive blog article for each priority keyword.

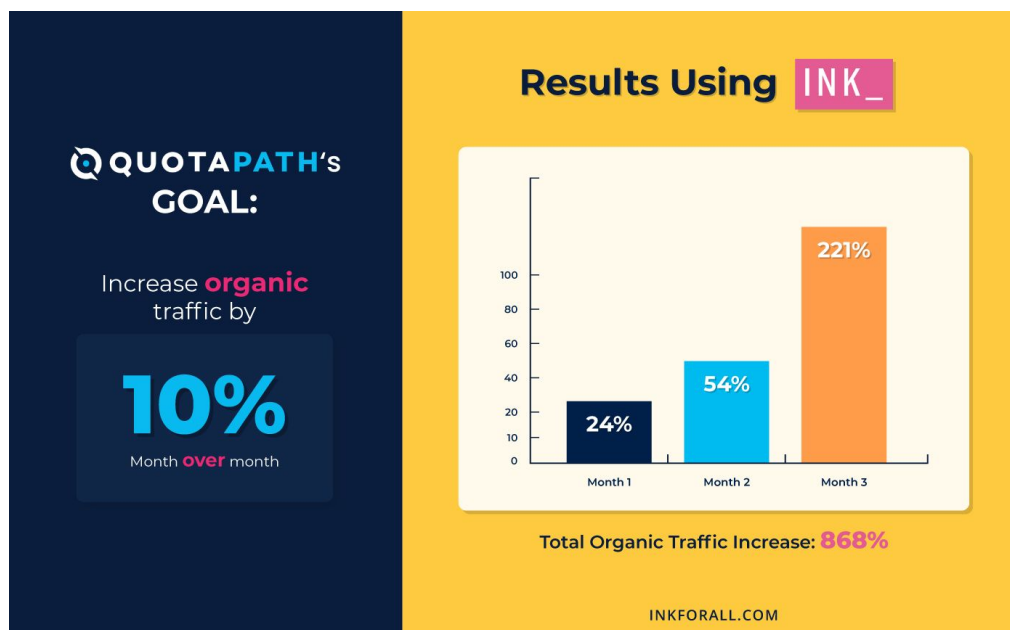
The goal was to ensure the content was the most topically relevant resource for the audiences that are searching for it. And, as a result, give the articles the best chance of ranking for the target intent groups.

To accomplish this goal, QuotaPath writers followed a seven-step content creation process to craft the articles:

1. Enter the target keyword in the INK app.
2. Take note of the ideal content length that INK suggests based on its real-time competitive analysis of the content that is already ranking in the top 10 Google results for that keyword.

3. Write a few hundred words, taking into account INK's spelling, grammar, and readability suggestions.
4. Review INK PRO's Topic Ideas, which are a list of topics (not simply keywords!) that do not appear in the content but are related to the target keyword.
5. Incorporate INK PRO Topic Ideas to make sure the article covers the subject from all possible angles.
6. Add and adjust based on INK's suggestions for improvement until the content achieves an [INK Score of at least 85%-95%](#).
7. Upload and publish the entire article with images and metadata using the [INK WordPress plugin](#).

Regarding publishing frequency, QuotaPath opted to launch two blog posts per week—one on Tuesdays and one on Thursdays.



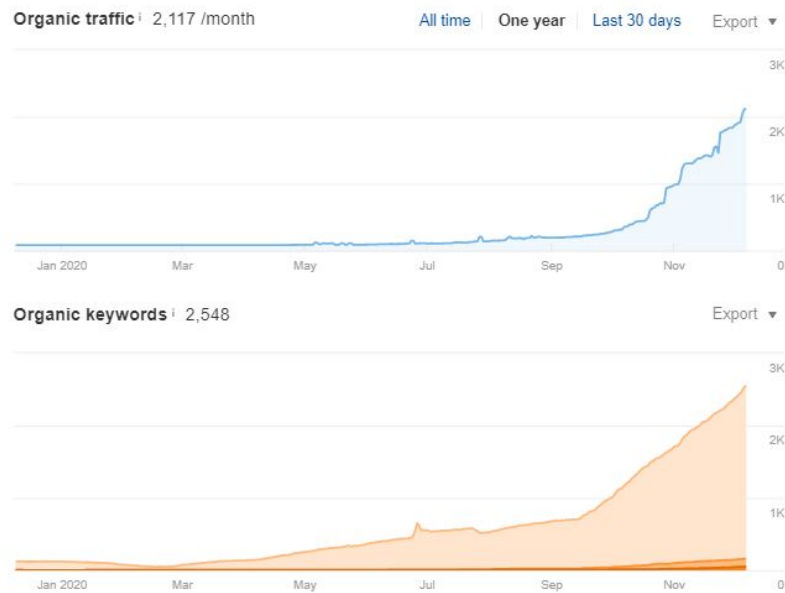
## Results

QuotaPath's main objective was to increase traffic by 10%, month over month. The team didn't just achieve this goal—they exceeded it.

For example, in the first month of this initiative, QuotaPath's organic traffic grew by 34%. These gains **blew past the team's goal by 24%**.

By the second month, organic traffic continued to build momentum and **increased by an even more impressive 54%**.

In the third month, however, growth exploded. **Organic traffic improved by an unbelievable 231%**, helping QuotaPath skyrocket past its goal by more than 220%.

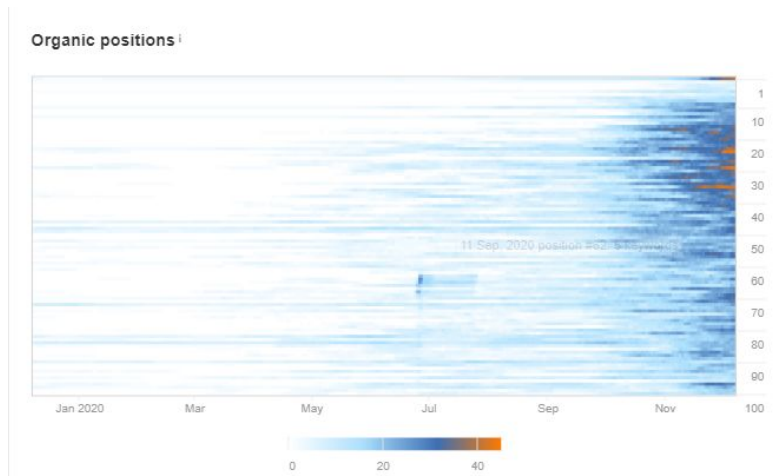


Ahrefs snapshot of QuotaPath's organic traffic boom after using INK.

With virtually no backlinks and no paid advertising, this INK-powered initiative produced the most astounding growth in QuotaPath's two-and-a-half-year history. And, at an incredibly rapid rate.

***“Usually, by two days after the blog is published, we begin seeing traffic to that post.”*** — Graham Collins, Head of Growth at QuotaPath

**INK-optimized content delivered 868% more traffic in 10% of the time.** After almost 30 months of inconsistent traffic and being buried beyond page 3 of Google search results, INK helped QuotaPath guarantee the top spot in less than three months.



Ahrefs snapshot of how the concentration of QuotaPath's organic keywords ranking in the top 10 Google results (in orange) increased after launching INK-optimized content.

In fact, **three out of QuotaPath's top five pages were blog articles optimized using INK** as part of this initiative. The remaining two top pages are not blog content relevant to this initiative; instead, one is the QuotaPath homepage, and the other is a conversion landing page.

Top 5 organic keywords (United States) <sup>i</sup>	Pos. <sup>i</sup>	Volume <sup>i</sup>	Traffic <sup>i</sup>	Results <sup>i</sup>	Upd. <sup>i</sup>
why sales <a href="http://www.quotapath.com/blog/why-sales/">www.quotapath.com/blog/why-sales/</a> ▼	1	900	241	3,640,000,000	4 Dec
why sales? <a href="http://www.quotapath.com/blog/why-sales/">www.quotapath.com/blog/why-sales/</a> ▼	1	300	142	4,160,000,000	30 Nov
sales engineer <a href="http://www.quotapath.com/blog/sales-engineer/">www.quotapath.com/blog/sales-engineer/</a> ▼	9	7,000	133	749,000,000	5 Dec
quotapath <a href="http://www.quotapath.com/">www.quotapath.com/</a> ▼	1	250	72	78	14 Nov
how to answer why sales <a href="http://www.quotapath.com/blog/why-sales/">www.quotapath.com/blog/why-sales/</a> ▼	1	100	59	1,100,000,000	3 Dec

Top 5 pages <sup>i</sup>	Keywords <sup>i</sup>	Traffic <sup>i</sup>
<a href="http://www.quotapath.com/blog/why-sales/">www.quotapath.com/blog/why-sales/</a> ▼	195	1,120
<a href="http://www.quotapath.com/blog/sales-engineer/">www.quotapath.com/blog/sales-engineer/</a> ▼	159	288
<a href="http://www.quotapath.com/sales-compensation-calculator/">www.quotapath.com/sales-compensation-calculator/</a> ▼	408	144
<a href="http://www.quotapath.com/blog/uncapped-commission/">www.quotapath.com/blog/uncapped-commission/</a> ▼	130	136
<a href="http://www.quotapath.com/">www.quotapath.com/</a> ▼	25	74

## Organic #1 Rankings in Record Time

The QuotaPath marketing team published a comprehensive article targeting the keyword "[why sales](#)" as one of the first articles in this initiative.



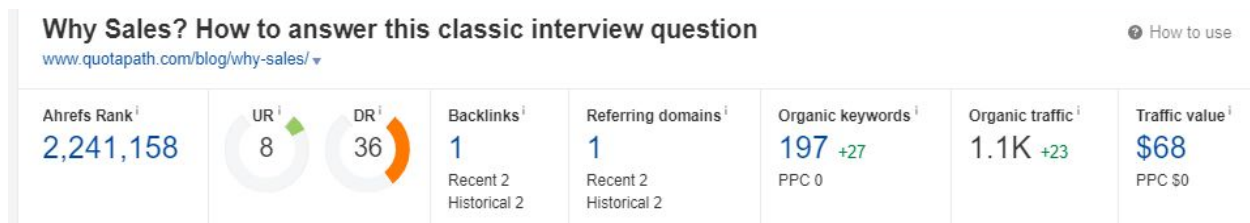
Sales

### Why Sales? How to answer this classic interview question

August 20, 2020 • 6 mins

**In less than two months**, the article had conquered the **number one Google ranking** position for this keyword.

What's more, the article (and the QuotaPath brand) achieved this extremely visible position with practically no backlinks.



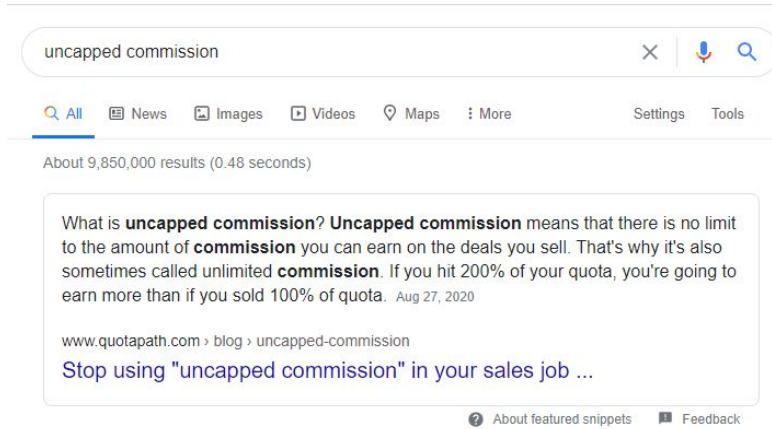
## Conquering Snippets Like Never Before

This initiative not only dramatically increased QuotaPath's number one ranking positions, but also moved the brand into the very visible "Position 0" Snippets.

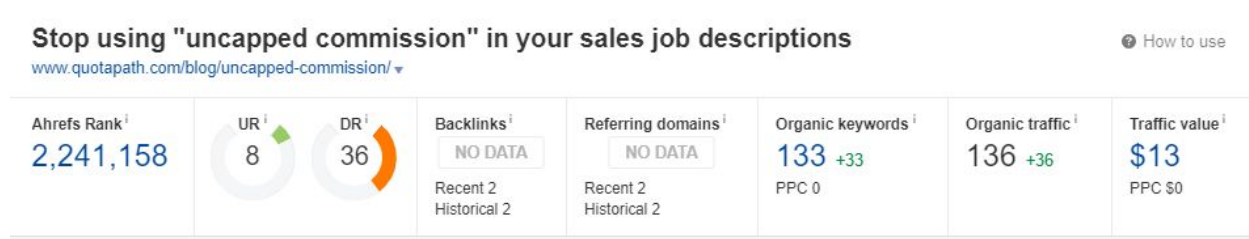
Take [this article targeting the keyword "uncapped commission,"](#) for example.

**In just six weeks, the article rose to dominate every other piece of content** in this intent group by capturing this coveted snippet opportunity. This means QuotaPath's brand is the first thing users see for this search, making the competition all but disappear behind QuotaPath's ranking success.

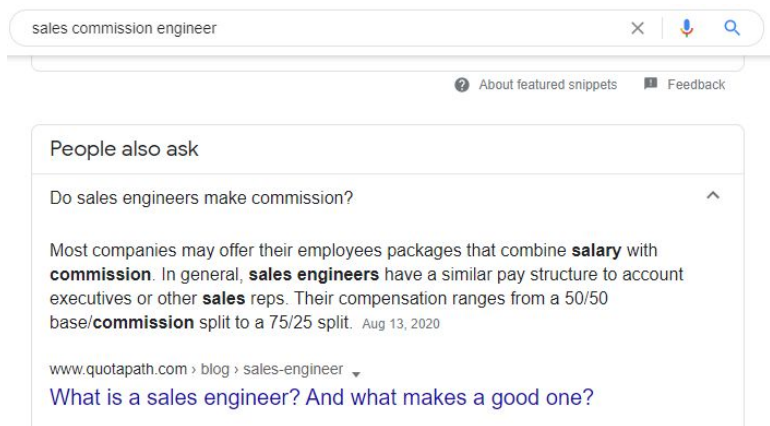




Furthermore, this content achieved the top spot with **zero backlinking**.



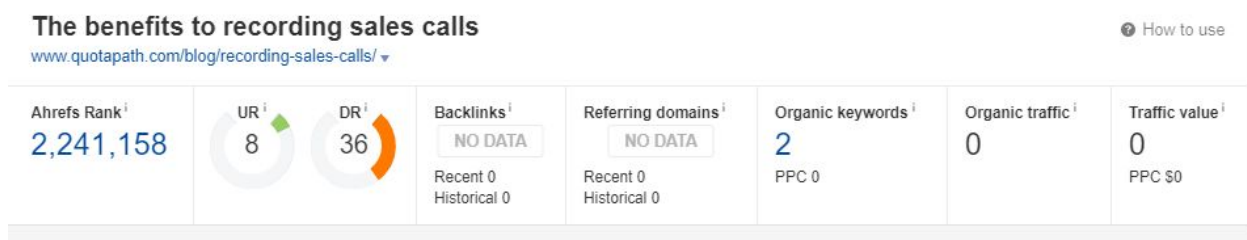
Another example is this article targeting the keyword “[sales engineer](#).” **Within one month, the article captured this snippet**, and as a result, the most visible ranking opportunity for this keyword.



## Compare That to QuotaPath’s Non-INK Optimized Content

The first thing you’ll notice when you compare the stellar results of the INK-optimized articles to an [older post not optimized using INK](#) is that this post is not among QuotaPath’s top content.

Additionally, even five months after publication, the article is only capturing two keywords.



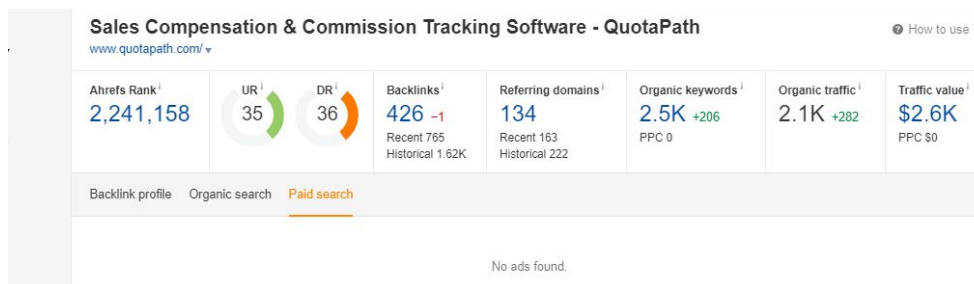
Moreover, despite some steady ranking gains, the content is stuck on the third and fourth pages of Google search results. Since the article is not ranking competitively for these keywords, they are not driving any traffic to the QuotaPath domain.

Keyword	Volume	KD	CPC	Traffic	Position	URL
sales recording	3	200	38	0.22	25	<a href="http://www.quotapath.com/blog/recording-sales-calls/">www.quotapath.com/blog/recording-sales-calls/</a>
recording sales	5	20	28	0.00	38	<a href="http://www.quotapath.com/blog/recording-sales-calls/">www.quotapath.com/blog/recording-sales-calls/</a>

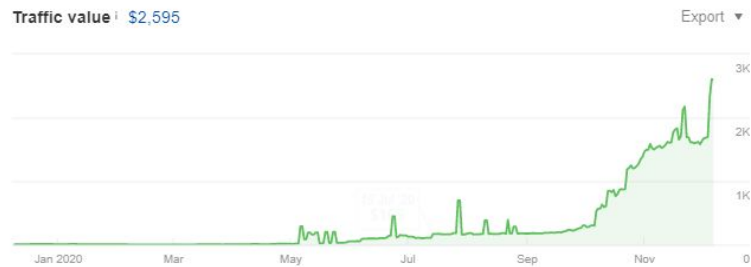
## Where SEM Failed, INK SEO Delivered

Budget reallocations in the wake of the COVID-19 pandemic forced QuotaPath to scale back the paid advertisements it traditionally relied on, and instead focus more heavily on organic growth.

Before QuotaPath launched its INK-optimized content, traffic value was at about \$162. Three months later, QuotaPath’s traffic value had increased by 784%.



It continues to climb as QuotaPath’s website captures more and more of the high-value keywords the initiative is targeting.



## Conclusion

QuotaPath's stunning organic growth proves that INK works.

***"I do what INK tells me, and those blog articles convert! Without INK, we wouldn't be where we are with our content."*** — Graham Collins, Head of Growth at QuotaPath

Through this initiative, INK helped QuotaPath:

- Rise above the competition and dominate the most visible search opportunities.
- Reduce SEM spend and organically increase traffic value by a whopping 784%.
- Push their small team's productivity to the max at a fraction of the cost.
- Achieve the most impressive growth in the company website's history, in 10% of the time.
- Give their very lean team direction and confidence in their SEO strategy and execution.
- Dramatically increase the number of quality leads that convert.

INK's mission is to help content creators like QuotaPath's talented team shine in front of target audiences and dominate the competition in search results.

QuotaPath's initiative shows how solid intent research combined with INK creates relevant and engaging content audiences can't resist. INK helps businesses create successful content that compels audiences to easily find it, engage with it, and convert because of it.

**Ready to see what INK can do for you? [Get started with INK for free](#) to explore how to take your content to new heights.**