Case Study

How monaday.com increased blog traffic 1,570% in 3 months.
Summary

The challenge...

monday.com was using traditional keyword research and paid search data to identify and validate content ideas.

The content and SEO team wanted to improve search rankings on high intent keywords and gain more organic traffic to reduce paid search spend.

The solution...

They brought premium content agency Codeless and MarketMuse onboard to speed up their publication cadence and improve content quality.

MarketMuse’s applications gave Codeless and monday.com’s content teams confidence that their articles were optimized for search before publication.

The results

+500 articles in 5 months  
25 pos. average rank improvement  
1,570% organic blog traffic in 3 months

10 out of 100 posts on page 1 of Google for their focus topic
The Company

monday.com is a complete platform for work that enables any team – from marketing and sales to HR and IT – to manage their projects and tasks.

With such a diverse array of potential users, monday.com needed to craft a content strategy that allowed them to build content-driven customer journeys for several different target audiences. That meant planning and executing on a high volume of content in a relatively short period of time.

That’s why monday.com decided to scale up its content efforts using a premium content agency armed with MarketMuse’s Al.

Learn how they dramatically increased their publication cadence without sacrificing quality and saw a 1,570% increase in organic search traffic.

The Challenge

Before the SEO and content team at monday.com ramped up its content efforts, most of the company’s customer acquisition efforts came via paid traffic. While this was effective, they wanted to have a more consistent way to bring qualified traffic to the site without relying on paid search.

At first, the team was leaning on traditional keyword research processes and paid search data to identify keywords to target with content. The SEO team would create content briefs for monday.com’s team of freelance writers, who would produce the most of the content.
“Before working with Codeless and MarketMuse, we chose our blog posts based on different high-traffic keywords we wanted to target,” Zoe Dayan, monday.com’s Content Marketing Manager said. “Then, we created SEO briefs we generated using an internal SEO tool and Ahrefs.”

To gain traction in such a competitive space, however, monday.com’s content team knew it had to do two things:

- Dramatically increase its publication cadence for new posts without losing quality.
- Optimize existing content to improve ranking and continues to bring in traffic.

That’s where they brought in Codeless, a premium content agency. Codeless had the processes and infrastructure to produce 100 high-quality articles per month in pursuit of monday.com’s goal of higher rankings and more traffic.

**The Solution: Bring Confidence Into The Writing Process With MarketMuse**

To produce quality content at the scale monday.com needed, Codeless built a process that would allow them to research, plan, produce, and publish content without requiring its editors to be directly involved with every single task.

By hiring strong writers, building a process to make them self-sufficient, and using MarketMuse’s AI to handle as much of the heavy lifting as possible, Codeless was able to hit monday.com’s goal of publishing 100 pieces of content per month.

But before a single piece of content reached the monday.com team, Codeless used MarketMuse to ensure each one was comprehensive and optimized for search.
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“We have a checklist for each phase of the process. Our writers use MarketMuse to help them as they write, and also to check their work before they submit their drafts. All long-form content has to exceed the MarketMuse Target Content Score to be accepted.”

James Scherer, Director of Editorial
The best part for monday.com and Codeless?

They could publish faster and more confidently, knowing that the content was scored objectively with MarketMuse’s Content Score.

More Content, More Results

monday.com was able to meet its goals in a short time thanks to Codeless’ processes, quality of work, and MarketMuse’s quality metrics.

The ability to publish new content and see results faster, while being able to easily optimize existing content, turned monday.com’s blog into a growth engine.

“We managed to get 10 out of 100 posts on page 1. On average, each keyword we were tracking went up by 25 positions on Google. Overall, organic traffic from Google to our blog increased by 1,570% in 3 months.”

Zoe Dayan, Content Marketing Manager

monday.com isn’t just dominating on long-tail keywords either. Their increased cadence and quality has helped them rank highly for some of the most competitive topics out there.

“We did this large piece on "project management software" towards the end of November 2020. It’s about 25,000 words and has been around bottom page 1, top page 2 since launch,” James said. “We also have a Content Score over 80 vs. the competition, which is in the 40s.”
Publish better every time.

Let us show you how MarketMuse helps thousands of content teams turn content into a growth channel.

Get Started Now  Reach Out