

# Stellar SEO Results for DevSquad

“Dayana handles content strategy, keyword research, content writing, and content updates. She proactively pitches ideas and updates her strategy to pivot with our internal changes. SEO has now become the biggest driver of leads. It’s amazing that she’s gotten DevSquad these results with **just a couple of blog posts per month over the past two and a half years.**”

– Phil Alves, CEO of DevSquad



## > Problem

DevSquad was publishing blog content but without subject matter expertise. The company lacked valuable traffic results to show for their efforts. CEO Phil Alves was looking for a long-term strategy that could reduce the amount of money he was spending on Google Ads.

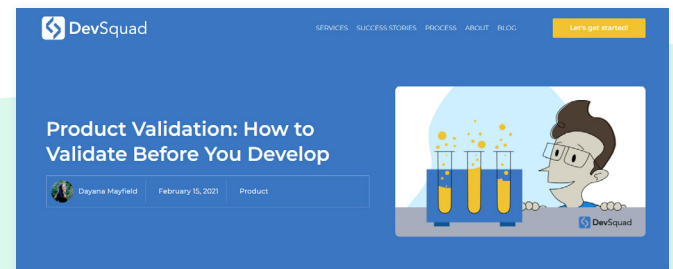
## > Approach

I worked directly with Phil to come up with a strategy to rank for DevSquad’s specific service offerings as well as thought leadership categories that are important to SaaS entrepreneurs and executives. I focused on longer and more in-depth articles published twice per month, rather than a high frequency of shorter articles.



### THE 3 TYPES OF SOFTWARE DEVELOPMENT AGENCIES & WHICH TO CHOOSE

When looking for a software development agency to hire, you might not realize that there are actually three distinct types or why this is important. If you engage with the wrong type of agency, you may miss out on the best results.



### PRODUCT VALIDATION: HOW TO VALIDATE BEFORE YOU DEVELOP

Product validation helps you to be 100% certain that what you’re building has market demand. This can strengthen your commitment to your business while keeping you laser focused on the actions that will get you to market faster. Without real product validation, you’re essentially throwing resources into a lottery and hoping you hit the jackpot.

## > Results

**563%**

increase in organic traffic  
in 2.5 years

**70% of leads**

now come from organic search  
compared to paid search

**Higher quality  
of leads**

compared to paid search, with more  
and more leads coming from

**major global  
brands**

**Lower cost  
per lead**

compared to paid search

Want to work with me to increase  
search traffic? Get in touch:  
[dayanamayfield.com/contact](http://dayanamayfield.com/contact)