

SEO Traffic from Scratch for Frill

“Dayana knows SEO. She writes really great content and has helped us rank for keyphrases in a competitive niche in a relatively short period of time. I would absolutely work with her for other SaaS products we might launch in the future.”

– Mike Hill, CEO of Frill and Curator



> Problem

A brand new product in the user feedback space, Frill was in need of organic traffic. The team was looking to replicate their success with Curator.io and build another SaaS business driven almost completely by SEO. Six months prior to working with Frill, I had been hired to create SEO content for Curator, a social media aggregator that already had some great SEO results before I came onboard to retain current rankings, improve conversion rates from blog posts, and target new keyphrases. Due to some quick wins with Curator, CEO Mike Hill felt confident in choosing me to drive traffic for Frill too.

> Approach

I regularly do topic and competitor research in order to discover valuable keyphrases to target for Frill. I write articles ranging from 1500 to 3000 words depending on the competitiveness of the keyphrase. To get an immediate boost of high-value traffic, I initially prioritized writing bottom-of-funnel pieces, including articles targeting competitor alternatives queries. I now continue to build out high-value topic clusters for keyphrases at every funnel stage.

> Results

7200%
increase in organic traffic

Directly contribute to the team reaching
\$10k MRR
in 1 year with a low-cost product

Help the team acquire both
startup and enterprise customers

Achieve rankings for
970 keyphrases

Want to work with me to increase search traffic?
Get in touch: dayanamayfield.com/contact

