

Workplace from Meta

iProspect Dublin has been tasked with growing the funnel of new, highly qualified B2B prospects, organic traffic and brand awareness through the organic content.

+115%

Increase in organic traffic

+285%

YoY Blog Newsletter subscriptions

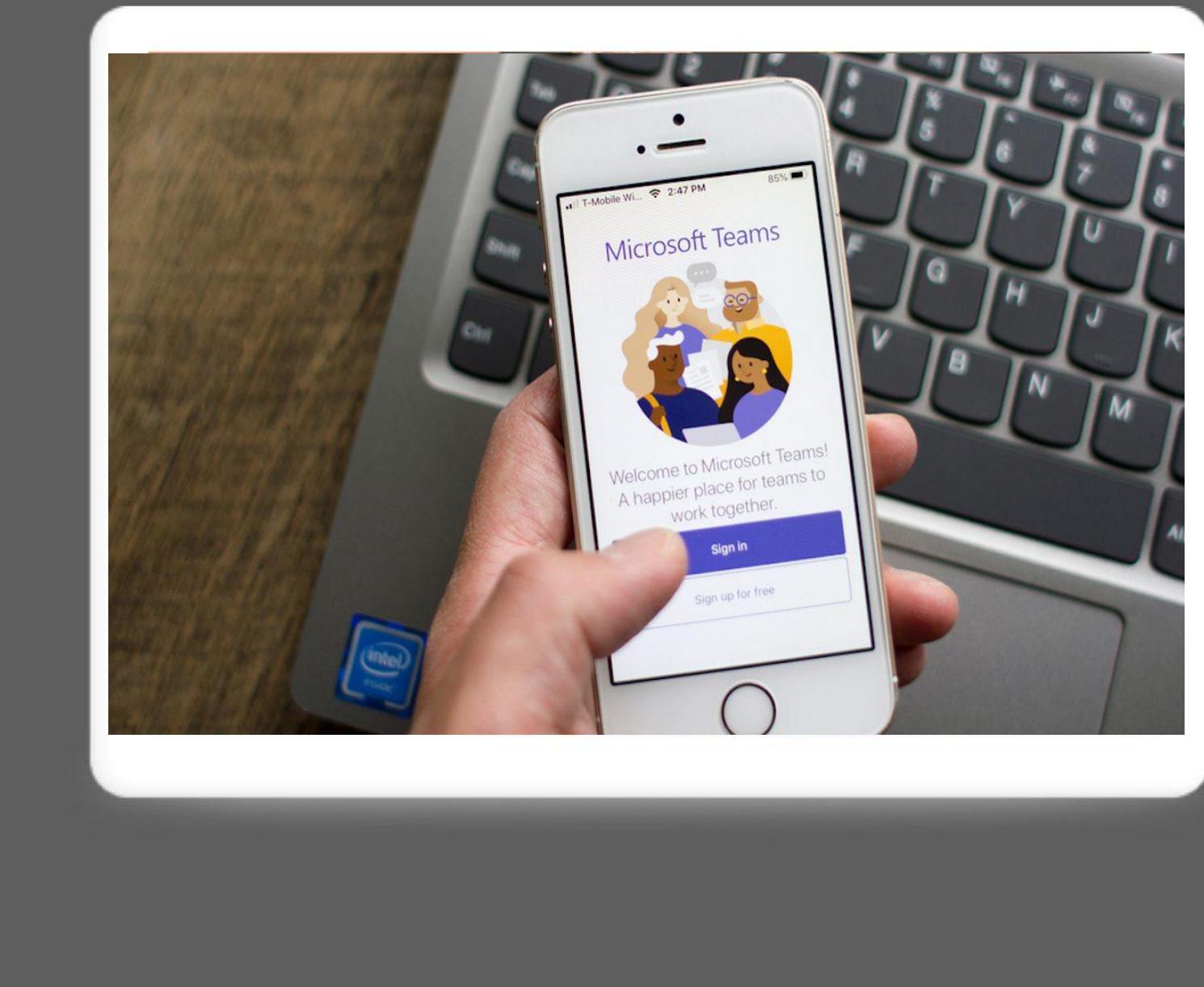
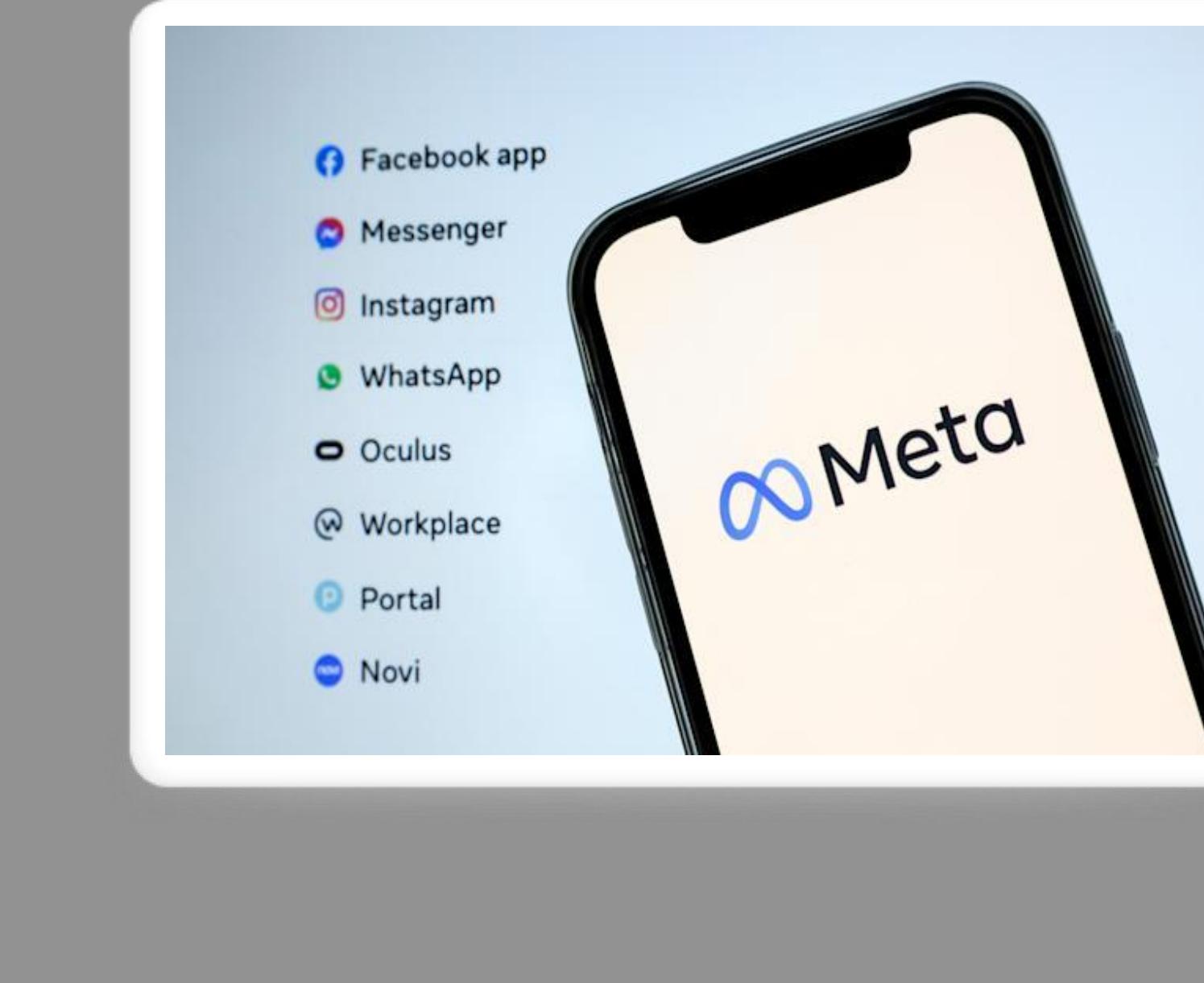
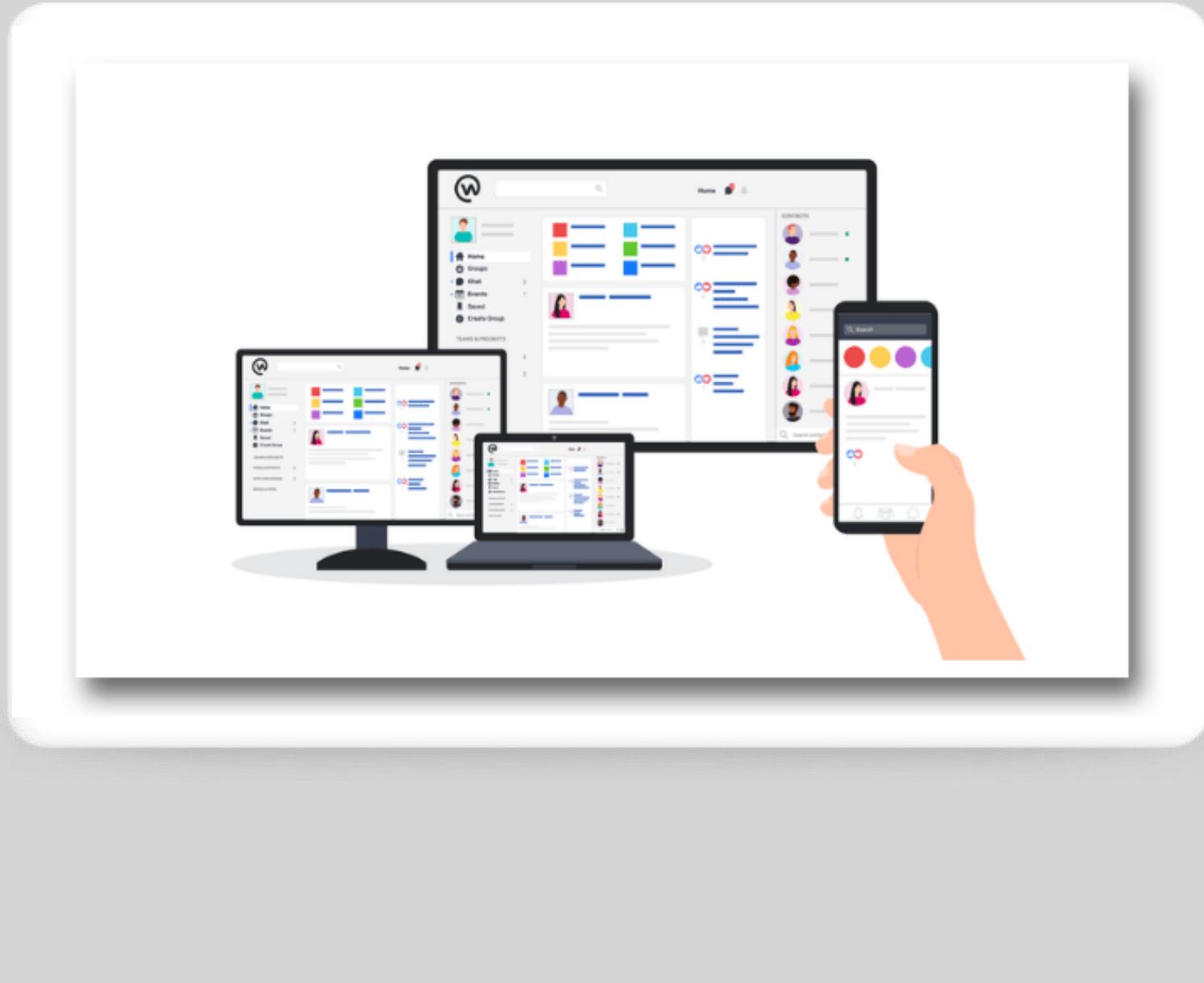
+37.5%

Increase in average ranking

Today the organic channel is the biggest contributor of traffic, leads and conversions for Workplace.



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The Challenge

Our key objective was to boost SEO traffic in areas where Workplace had previously had no visibility. This required a focus on two key KPIs:

1. Increase in organic traffic sessions from March-June 2021 vs same 2020
2. Increase in keyword ranking visibility by 20%

The Solution

Strategy. There had always been SEO but scaling beyond the basics was difficult due to internal reasons. Our client had a good appetite for SEO and internally pushed for us to be given the support required and this opened the opportunity to deliver a more impactful approach.

Execution. We developed a content calendar for our “Pillar and Cluster strategy, which was created through an in-depth process of keyword research, search result analysis, user intent analysis and competitor research. These different stages would be key to developing output that would be able to return the performance metrics that we were looking for.

The Result

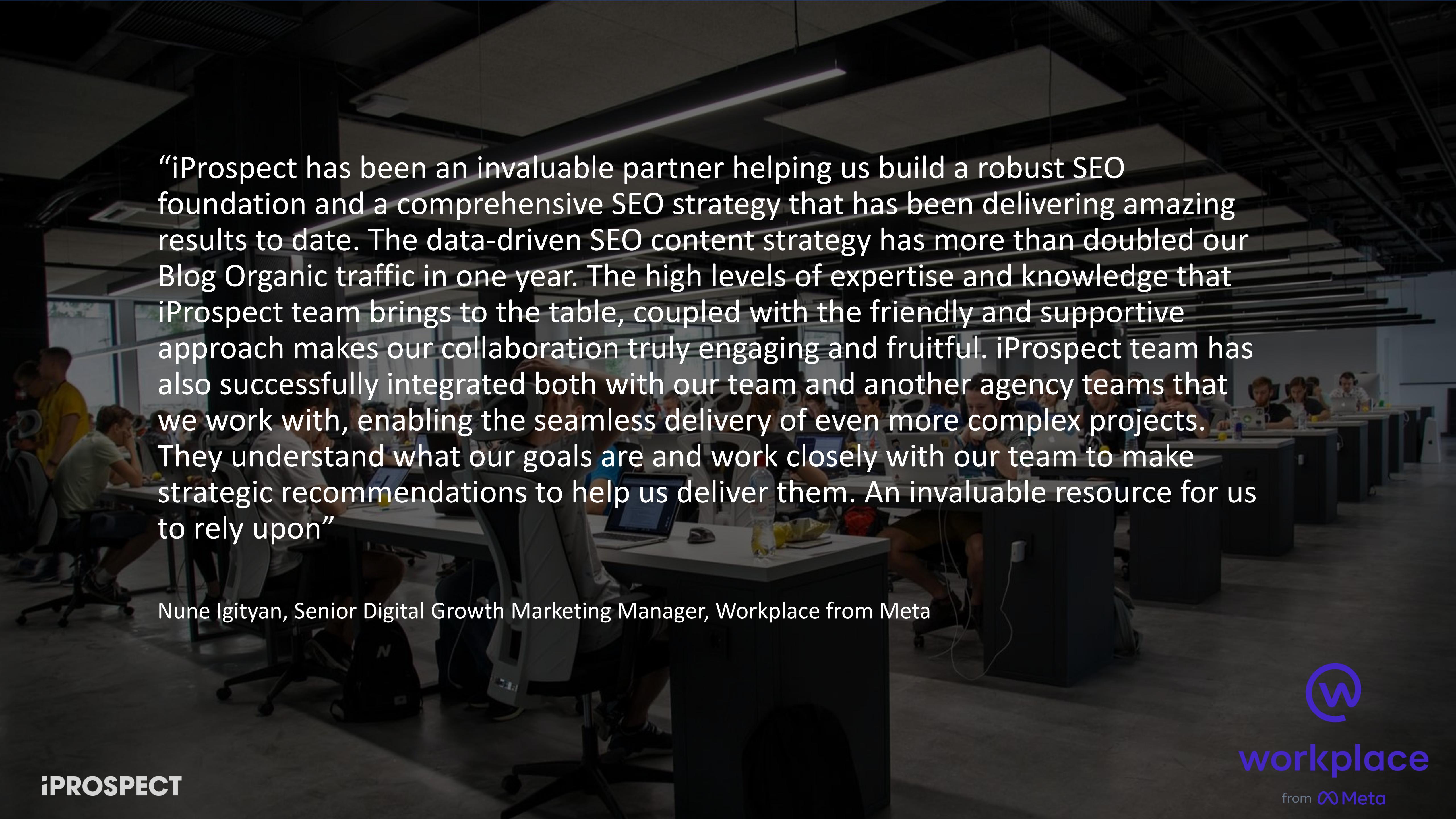
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“iProspect has been an invaluable partner helping us build a robust SEO foundation and a comprehensive SEO strategy that has been delivering amazing results to date. The data-driven SEO content strategy has more than doubled our Blog Organic traffic in one year. The high levels of expertise and knowledge that iProspect team brings to the table, coupled with the friendly and supportive approach makes our collaboration truly engaging and fruitful. iProspect team has also successfully integrated both with our team and another agency teams that we work with, enabling the seamless delivery of even more complex projects. They understand what our goals are and work closely with our team to make strategic recommendations to help us deliver them. An invaluable resource for us to rely upon”

Nune Igityan, Senior Digital Growth Marketing Manager, Workplace from Meta