




Content Creation/SEO
Case Study

BIZ2CREDIT





THE PROJECT

BIZ2CREDIT

Biz2Credit was founded in 2007 with one goal: make business finance work better. Backed by Nexus Venture Partners and their 225,000 small business customers, Biz2Credit has been the best place for small businesses to get funding online. They've already arranged more than \$2 billion in small business funding for thousands of companies across the U.S.

ORGANIC GROWTH GOALS

Biz2Credit came to us already having a deep understanding of SEO and how important it was to their business to capture leads through organic search. But, they needed someone to actually execute on their content strategy. We utilized tools like SEMrush and clearscope.io in combination with our firsthand knowledge of small business to write content tailored to the average word length, reading level, and other attributes found in high ranking content for their target keywords

STRATEGY & DELIVERABLES

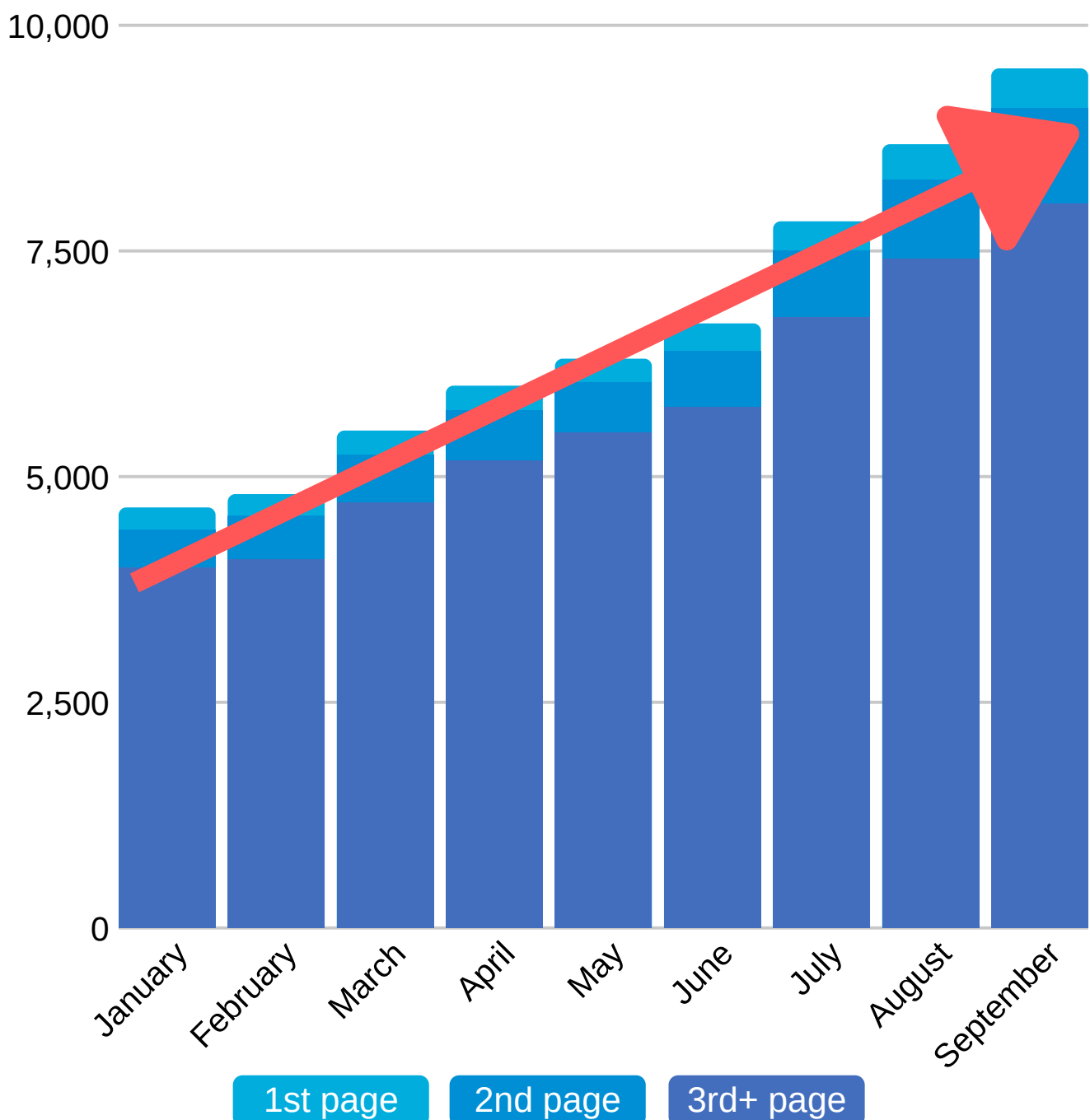
Our organic search traffic growth strategy was three-fold:

- » Execute on long-form pieces of content for targeted keywords that historically drove leads for Biz2Credit ([example](#))
- » Competitor and keyword research to identify other pieces of potential content to drive site traffic.
- » Deep-dive technical SEO audit to ensure full compliance with Google Webmaster Guidelines

KEYWORD RANKINGS

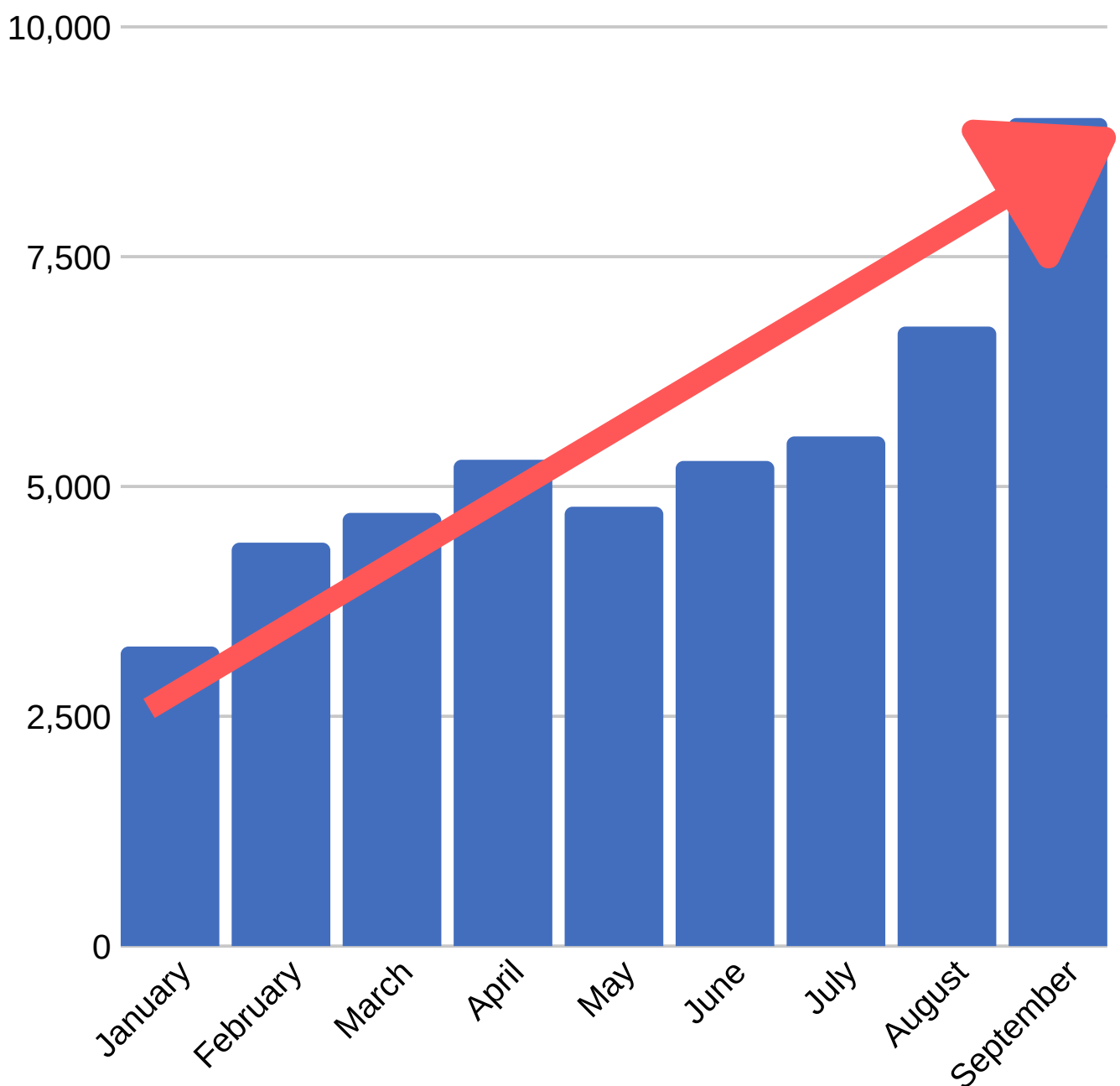
The number of search queries the site shows for in Google, directly impacting the number of organic visitors

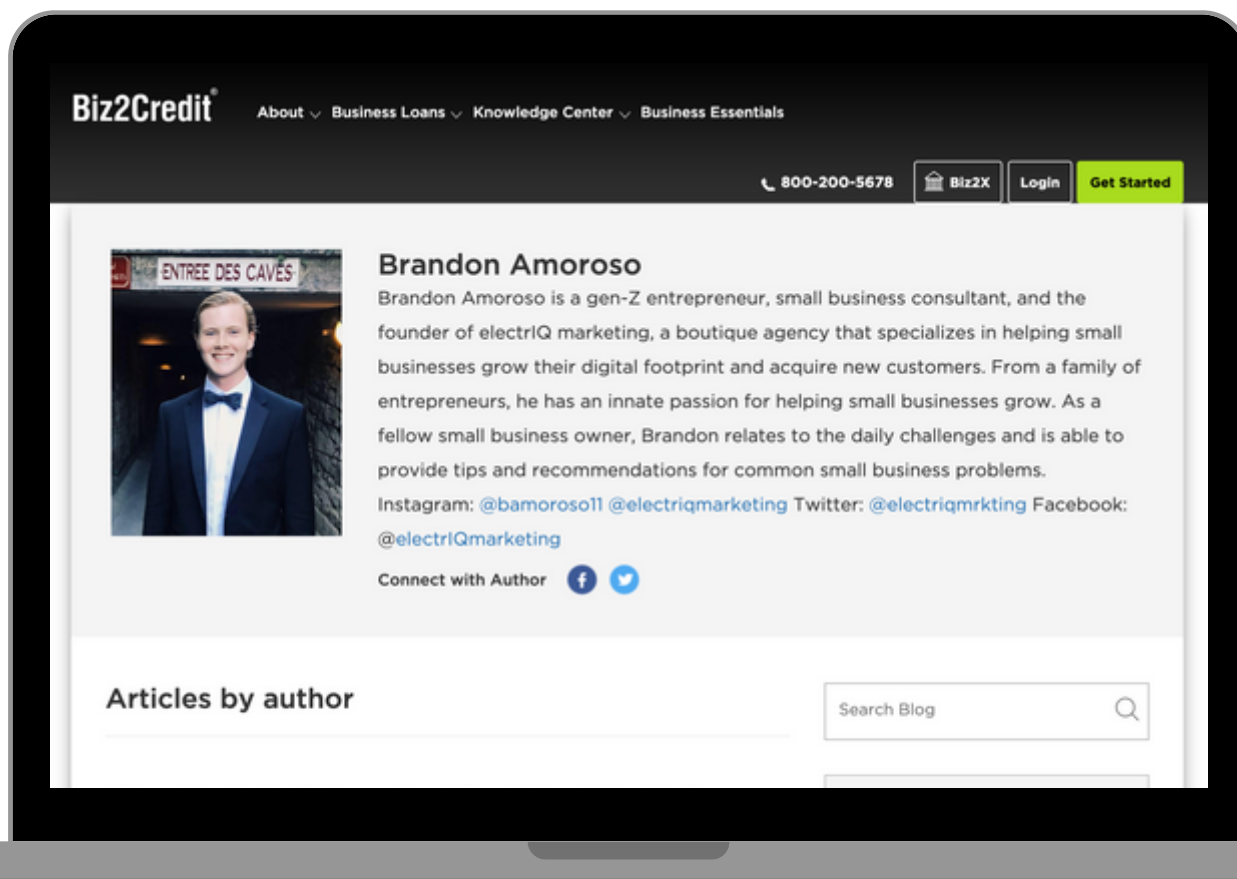
105% 



NEW WEBSITE VISITORS

177%





See for yourself



CUSTOM PROPOSAL

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ABOUT US

electrIQ marketing is a full service Gen-z marketing agency. We never follow a one-size-fits-all approach. We develop individualized and innovative methods that allow our clients to not only attract new customers, but also reinforce and restore interest with their current customer base. Experience electrIQ growth today.



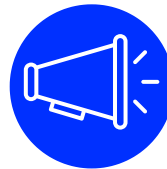
Amazon



Social Media



SEO &
Content



Ads



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