

CASE STUDY: BLUE BEYOND CONSULTING

# Delivering a Cohesive Content Strategy for SEO-Based Lead Generation





**CASE STUDY:**

# Blue Beyond Consulting

After approaching Conveyor Marketing Group with the need for a more cohesive digital marketing strategy, **Blue Beyond Consulting's** website has transformed from a repository of expert insights and tailored advice into a dynamic showcase of organized, clear insights and services, driven by a robust SEO and content strategy.

It's a testament to what a client <> agency partnership should look like.

This change reflects a collaborative, strategic approach, turning scattered expertise into a compelling, cohesive narrative that captivates audiences and dominates search results.

Let's take a closer look at what Conveyor and Blue Beyond Consulting have accomplished together since starting this strategy in early 2023.

**THE CHALLENGE:**

## Lots of Content, Fragmented Strategy

Despite their deep industry knowledge and a treasure trove of thought leadership content, Blue Beyond was struggling to make a significant impact online. Their content, rich in potential, was lost in a sea of competing webpages and competitor sites, each diluting the other's chances of ranking well on search engines.

**GOALS:**

Increase organic traffic among target prospects

Utilize existing assets where possible

## THE SOLUTION:

# Building a Cohesive Content and SEO Strategy

Enter Conveyor – tasked with turning potential into performance.

After multiple collaborative strategy sessions, the group agreed to collectively build and deploy a multifaceted strategy that put SEO and well-targeted content at the core.

The approach started with a comprehensive audit to assess what already existed and what needed to be created in order to craft a cohesive, powerful online presence.

## Drilling Into Our Multifaceted Approach

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# 01

### **Cruft Cleanup:**

The first order of business was eliminating clutter. After conducting a rigorous content audit (also referred to as a “cruft” we identified hundreds of content pieces that needed organization and/or sunseting. As a part of the cruft, Conveyor removed outdated and low-impact blog pages that cluttered the website, provided a poor user experience, and likely wasted search engine crawl budget.

# 02

### **On-page Optimization:**

We began strategically optimizing pages for SEOs, ensuring that content was not only relevant but primed to perform. Through keyword research, the Conveyor team was able to identify a mix of low-hanging fruit with target keywords that would attract the ideal persona.

# 03

### **Revamping the Content Strategy:**

Understanding the power of synergy, Conveyor leveraged Blue Beyond’s thought leadership by adapting existing webinar content and optimizing it for use in the blog. This not only accelerated content production, but also ensured brand message consistency across platforms.

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04

**Content Consolidation:**

Conveyor tackled the issue of content head-on. By mapping out a clear content strategy that identified and consolidated overlapping topics, we amplified Blue Beyond's voice on key subjects – e.g., change leadership or culture transformation – turning a once fragmented approach into a streamlined, powerful narrative.

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05

**Strategic Interlinking and Topic Clustering:**

To weave a tighter web of content, Conveyor implemented a strategic interlinking structure that guided users seamlessly through related topics, enhancing user experience and creating SEO authority for Blue Beyond's most critical business areas.

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06

**Content Calendar Build Out:**

Using a mix of net-new content to expand Blue Beyond's keyword universe and optimizations of historically high-performing materials, Conveyor developed a content calendar by collaborating with the organization's subject matter experts. The goal of this content calendar was to grow Blue Beyond's unique perspectives in search and reinforce Experience, Expertise, Authoritativeness and Trustworthiness (E-E-A-T) best practices in the thought leadership we developed.

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07

**Measure, Iterate, Rinse, Repeat:**

Months down the line, after implementing this new way of working, Conveyor partnered with Blue Beyond to track progress over time. Together, we identified trends and reacted to them to continuously iterate on the strategy.



## HOW DID IT GO?

# The proof, as they say, was in the pudding.

From the initial cleanup to the strategic overhaul, every step was measured and executed with precision – and the results spoke volumes:



Organic clicks surged by nearly 28% year-over-year, a testament to the more targeted, compelling content strategy.



Top-20 ranked keywords increased by over 50% within the blog, highlighting the effectiveness of the consolidation and optimization efforts.



The site saw a uniform increase in engagement across newly optimized pages, with some rising to become the top organic traffic drivers.

*“Working with Conveyor has been a huge help in growing our digital presence. Their strategic approach provided a clear strategy and focused execution so potential clients could enter our site from multiple searches and find what they need quickly. And the results speak for themselves, with significant increases in both site traffic and keyword rankings. This collaboration is a perfect example of how a consulting firm and agency can work together to strategize, get to work and generate results.”*

**- Caitlin Strauss Corda**  
Head of Marketing, Brand and Business Development, Blue Beyond Consulting

Today, Blue Beyond Consulting’s once underperforming website is now a beacon of thought leadership in the consulting industry, attracting more qualified visitors and converting leads. This remarkable ramp-up was not just about smart SEO or content practices, but also about telling a coherent, cohesive and compelling story that truly represents Blue Beyond’s expertise and company ethos.



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