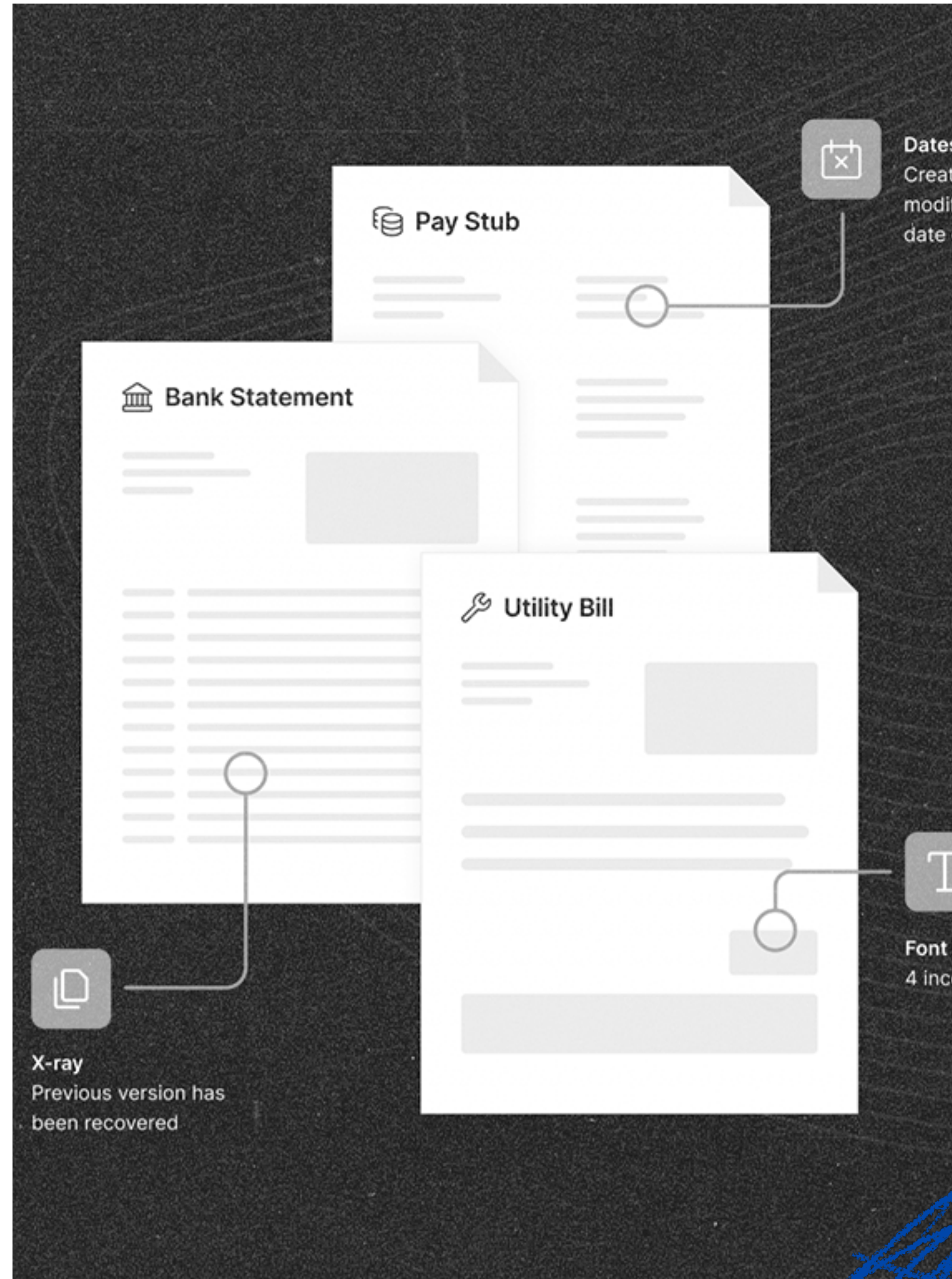


inscribe

**Massive Growth and
ROI Prove, Again,
That SEO is a Powerful
Revenue Driver**

Directive,





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Company Bio

Inscribe is the leading Fraud Detection & Automation Platform that automates manual document reviews so you can say 'yes' to more customers. Inscribe uses AI models trained on millions of data points, instead of outsourced strangers, to return results in seconds. This delivers fraud insights that could never be detected with the human eye while keeping sensitive data safe.

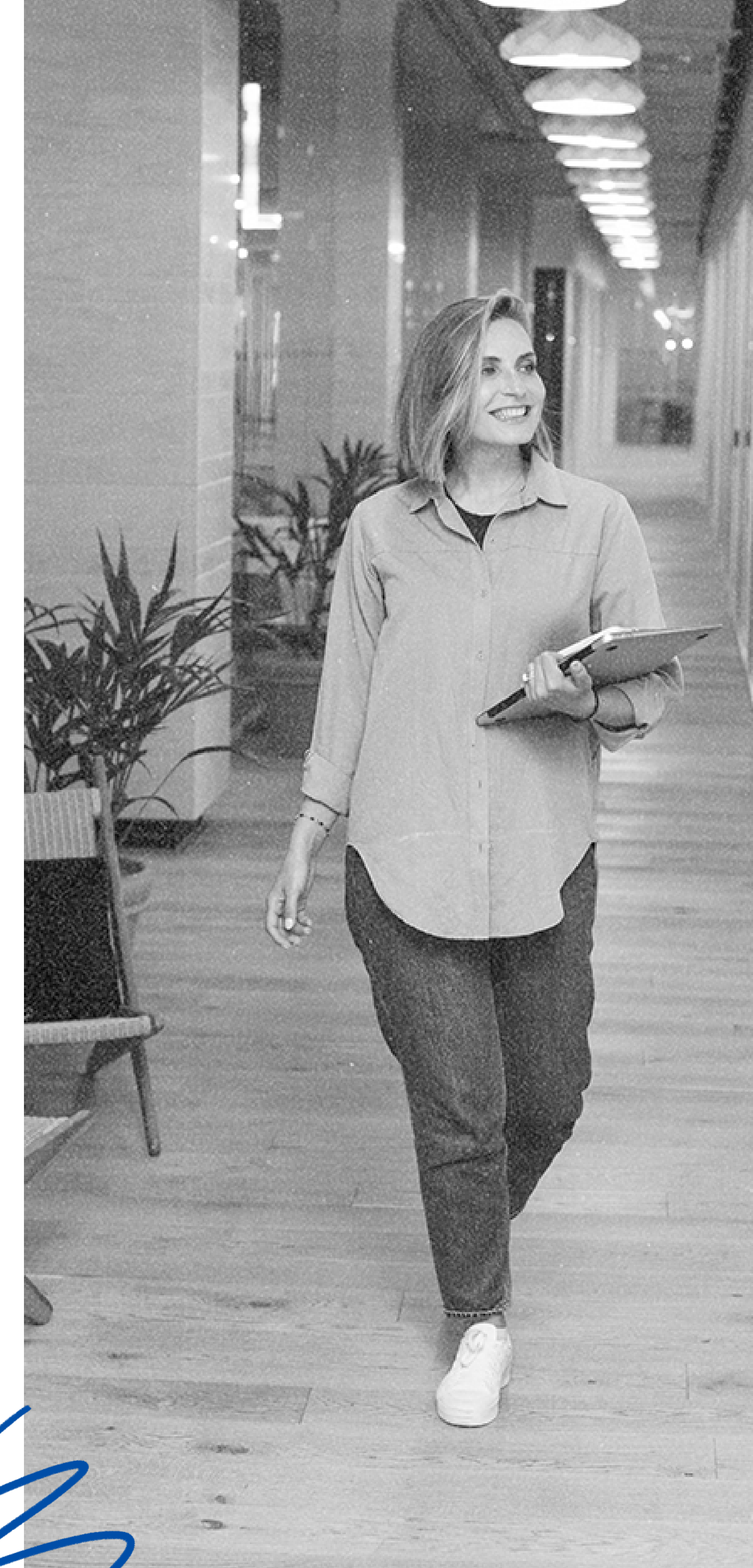


Challenges

As a fairly new company that recently received its Series A funding, Inscribe had a small website that showed promise and potential but lacked focus. After expanding their marketing efforts and hiring a new VP of Marketing who had previously worked with Directive, Inscribe quickly decided to start investing in SEO. Before the partnership, Inscribe was having difficulty growing its organic traffic base so after knowing the impact this partnership would have, we all decided to expand the untapped SEO investment with a new solution.

The Objective:

Understanding that the site itself was on the more minimal side, Directive was able to shift a large part of the initial project phase away from website auditing and towards more content-focused keyword research. This, along with some proactivity from Directive's strategists, enabled content briefs to be front-loaded for a large-scale content initiative. This workload shift also allowed Directive's team to familiarize themselves with Inscribe's CMS taking a more active role in website development management.





Strategy

To grow Inscribe's organic footprint in a way that would also generate leads and revenue, Directive created a content strategy focusing on a full-funnel demand generation approach. By prioritizing pillars of evergreen content and keyword-focused core pages, Directive was able to move quickly and boost Inscribe's publication rate quite rapidly.



Solution



Full Funnel Demand Gen Content

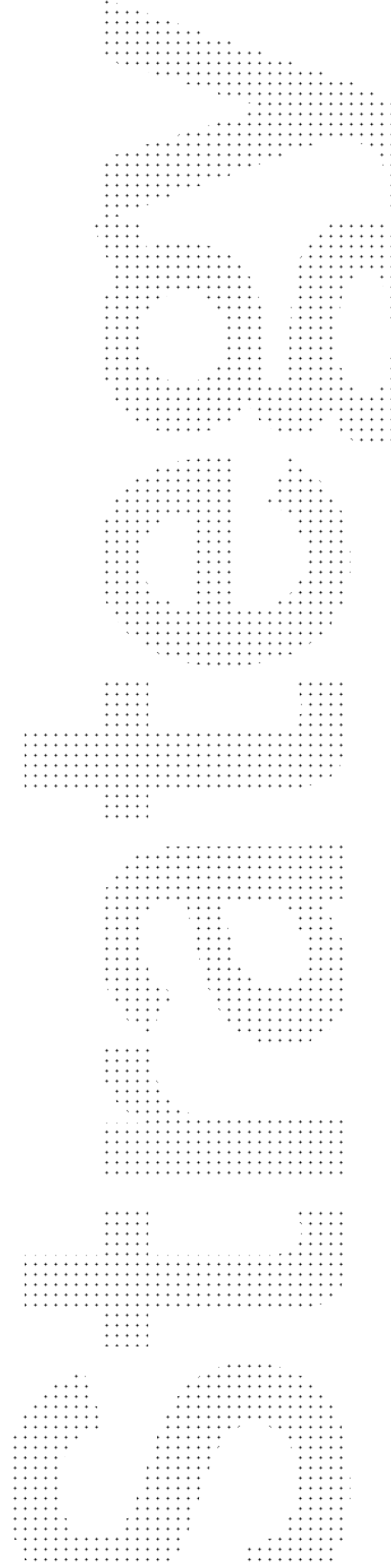
Because this was a relatively young site, Directive had to look at a full-funnel approach to Inscribe's demand-gen needs. This was a unique opportunity with a clean slate in front of us, and Directive was tasked with building a steady and scalable strategy in return. This full-funnel approach focused on "Fraud Detection" and "Document Collection" to target high search volume Search Engine Results Pages (SERP).

However, Directive had to nuance the targeting carefully within their different types of content to focus on more bottom-funnel intents on these SERPs to properly target the right customer intents.

Q1 Frontloading & Shifted Keyword Focus with Core Pages

The initial project phase of most SEO campaigns focus on auditing the site and its backend optimization. Thankfully, because of a small site to work with, Directive was able to focus its initial project phase more on content and frontloading preparation to quickly get ready for a scaled content launch.

Directive managed all the keyword research and content briefs for the next expansion of content that they were proposing. Inscribe only had to worry about topic approvals and the production of the pieces themselves. Thankfully, Inscribe invested in a skilled internal writer and development team to help with actual content creation and implementation.



Results

Because Directive was able to start publishing new pages consistently in early Q1 22, several new pages began gaining traction in both keyword rankings and organic traffic throughout Q2. While their primary competitor grew their Domain Authority by 1 point in 1 quarter, Inscribe was able to boost their DA by 16 points in Q2 alone.

32%

increase in Organic
Traffic QoQ

237%

increase in Organic
Keyword Rankings
QoQ

50%

increase in
Domain
Authority



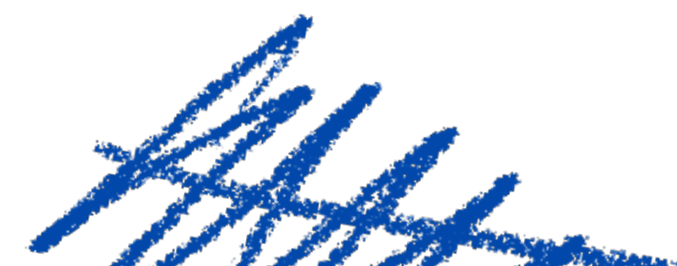
“The confident leap into content was more than worth the investment, as Directive was able to massively increase Inscribe’s Organic Keyword Rankings and Domain Authority over industry averages.”

- Nate Ramirez, SEO Account Strategist @Directive



Why It Mattered

Because it doesn't often drive as instantaneous revenue as paid channels, SEO and content often get put onto the backburner of most growth campaigns. Content is assumed as something that can be left to the CMO when they have the time to write a blog post here or there. This is how brands end up with massive sites that SEO agencies have to tear down during audits to re-optimize. Instead of falling into this mistake - Inscribe took the proactive approach and decided to start their SEO on the right foot. The initial returns should speak for themselves, but the compounded growth over time is possibly even more exciting.



Thank you!

Directive's performance marketing goes beyond what's expected—so that you can too.

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