

Directive,

Annual Business Review

October 2023



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Next Steps

We'll be prioritizing efforts to capture more non-branded organic traffic and improve conversion rates

What's Working

- Core **page optimization, content creation & site wide Tech SEO fixes**, have contributed to overall organic traffic growth of **29%** vs PY.
- We also rank for **44%** more organic keywords since March, including various high volume keywords, which we didn't rank for before.

What's Not Working

- **Challenge:** competitors have a head start on the quantity and variety of content, helping them maintain topical authority.
- Conversion rates have room to grow, based on Q1 2022 values.

Next Year's Priority

1. Build **Thought Leadership** in the Home Care Industry, by creating more useful long form content.
2. Continue **SEO On-Page Optimizations** to further improve ranking of key non-branded search terms.
3. **Optimize** your site to improve **Conversion Rates**.

We reached double digit growth on Organic Traffic and SQLs, +30% and +13% respectively

Q1 to Q3 2023

35K

Organic Traffic (Sessions)

+29% YoY

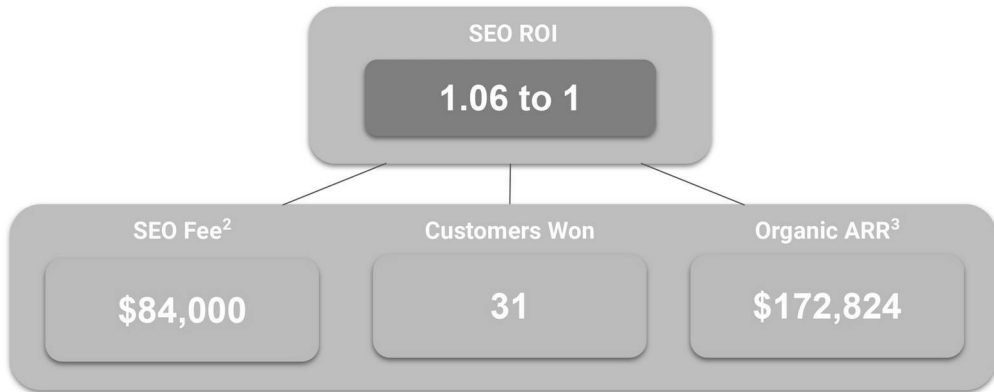
104

NSM: SQLs (Demos Scheduled)

+13% YoY

For the past 9 months (Q1-Q3), we made great progress in growing organic traffic (sessions), which rose 29% vs PY. This helped us reach 104 SQLs (Demos Scheduled) during the same time period, allowing us to grow our NSM by 13% vs PY. Our ongoing SEO efforts, focused on creating quality content and optimizing core pages, contributed to this growth.

**During our engagement to date¹, we achieved an
ROI of 1.06 to 1**



1. To November 7, 2023.

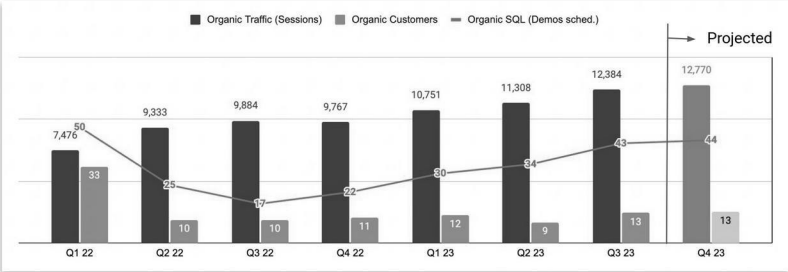
2. SEO cost includes a kickoff fee of \$16K & an \$8.5K monthly retainer.

3. Based on an MRR of \$14,402 between Mar. 2023 (start of SEO engagement) and Nov. 7, 2023 from organic. Source: Hubspot

As SEO brings qualified leads to the site, organic customers start to gain momentum

Connecting SEO to revenue, we can see that acquiring customers through the organic channel dropped significantly after Q2 last year.

We can also see that organic customers started to pick up in Q3 2023 and we expect it to continue towards the upside as organic traffic and SQLs (demos sched.) continue to grow.



	Q1 23	Q2 23	Q3 23	Q4 23*
Organic ARR	\$69,780	\$63,612	\$77,532	\$15,600

↑
Start of SEO
engagement:
mid-Feb

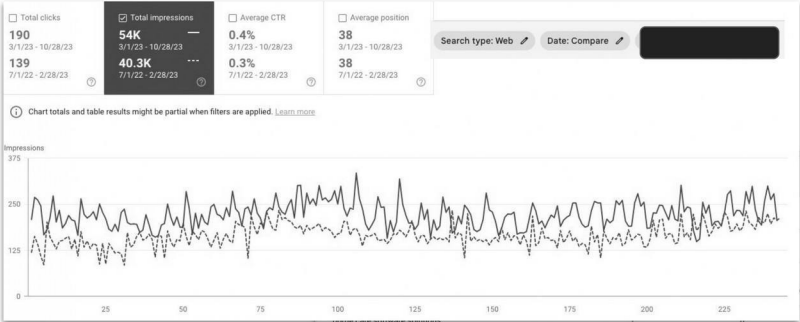
*Q4 to Nov. 7, 2023
Source: Hubspot

Annual Breakdown

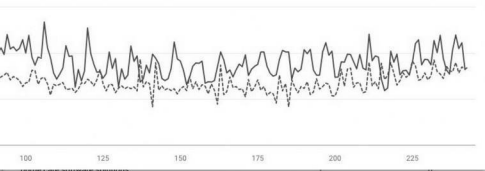
(Client) is a part of the conversation for “home care software” in the SERP



(Client) is appearing more often for keywords related to the “(industry) software” universe - expanding your reach



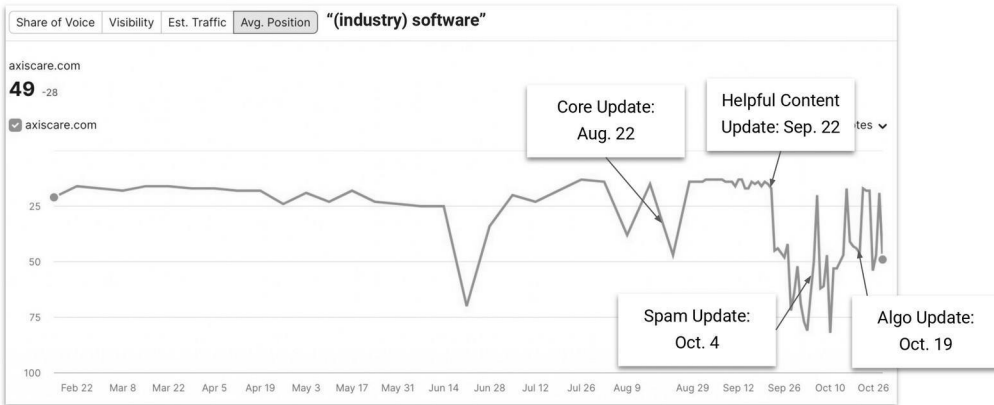
Overall Impressions grew **34%** & Organic Clicks grew **37%**.



Last updated: 13 hours ago					
SEARCH APPEARANCE			DATES		
Clicks Difference	Impressions 3/1/23 - 10/28/23	Impressions 7/1/22 - 2/28/23	↓ Impressions Difference		
1	3,301	124	3,177		
non medical home care software	0	0	1,331		
private duty home care software	0	0	1,159		
home care software solution	0	1	900		
home care software	16	26	889		
best non medical home care software	0	0	720		

Ranking position for the keyword: “(industry) software” has been volatile, mainly due to Google Search updates

Normally, there is a fair amount of volatility around the time Google Search updates roll out. There were several updates that happened in the fall that may have exacerbated position ranking movements.



Competitors have established authority on topics surrounding “home care software” boosting overall rankings

Organic Research: [redacted] 



Organic Research: [redacted] 



Organic Research: [redacted] 



The expansive amount of resources your competitors have helped them stay ahead in rankings

Keyword Overview: [REDACTED]

United States ▼ Desktop ▼ Oct 26, 2023 ▼



Your competitors have a head start in the quantity and variety of content they have in their site, allowing them to maintain topical authority on the key search terms we are trying to target.

(Competitor)

- ☐ Ebooks & white papers
- ☐ Blog
- ☐ Success stories
- ☐ Tip sheets
- ☐ Videos
- ☐ On-demand Webinars
- ☐ Live Webinars
- ☒ All

(Competitor)

- Resource Type
- Blog
 - Brochures
 - Calculators
 - Case Studies
 - eGuides
 - Partners
 - Podcast
 - Press Releases
 - Product Demos
 - Product Updates
 - Reports
 - Videos

(Competitor)

- COVID-19 Resource Center
- Webinars
- Events
- Whitepapers
- eBooks
- Brochures
- Videos
- Blog
- Customer Stories
- Product Updates
- EVV
- Medicaid for Home Care
- Home Care FAQs
- Expert Insights

We rank for 44% more keywords since March 2023 and non-branded traffic continues to grow, rising 14% MoM

The number of keywords rankings fluctuated over the months, but ultimately grew vs. the first full month after the start of our engagement. Traffic from non-branded keywords continues on the rise, thanks to our SEO efforts targeting high value keywords.



Start of Directive SEO
Engagement: Mid-Feb

(Client) now ranks for various High Value Keywords, thanks to our ongoing SEO efforts

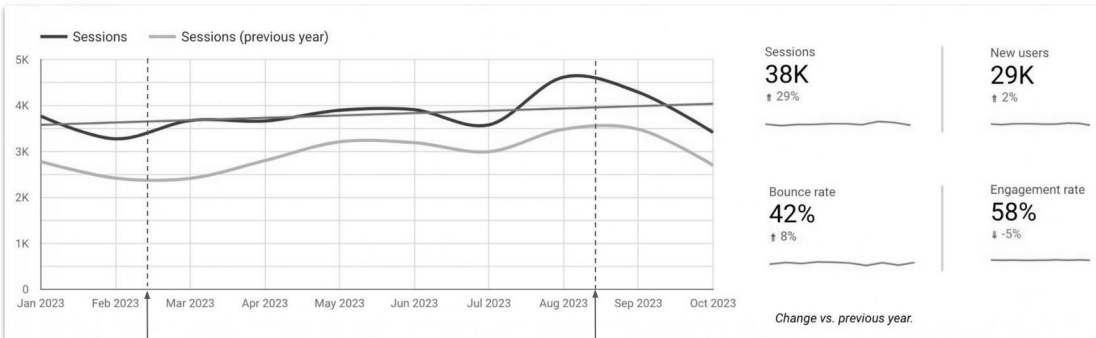
Our SEO efforts, including core page optimizations and quality content creation, contributed to (Client) ranking for high volume keywords that the site didn't rank for at the start of our engagement.

Target Keyword	Pos. Feb. 15	Pos. Oct. 26	Diff.	ASV*	URL
[REDACTED]	-	29	New	53K	Client.com/blog/post-name/
[REDACTED]	-	50	New	3.8K	Client.com
[REDACTED]	-	71	New	3.1K	Client.com/features/feature-page/
[REDACTED]	-	78	New	2.5K	Client.com
[REDACTED]	-	54	New	2.0K	Client.com/features/scheduling/
[REDACTED]	-	15	New	2.0K	Client.com

*Annual Search Volume

Year-to-date Organic sessions have increased **29%** compared to last year with no signs of slowing

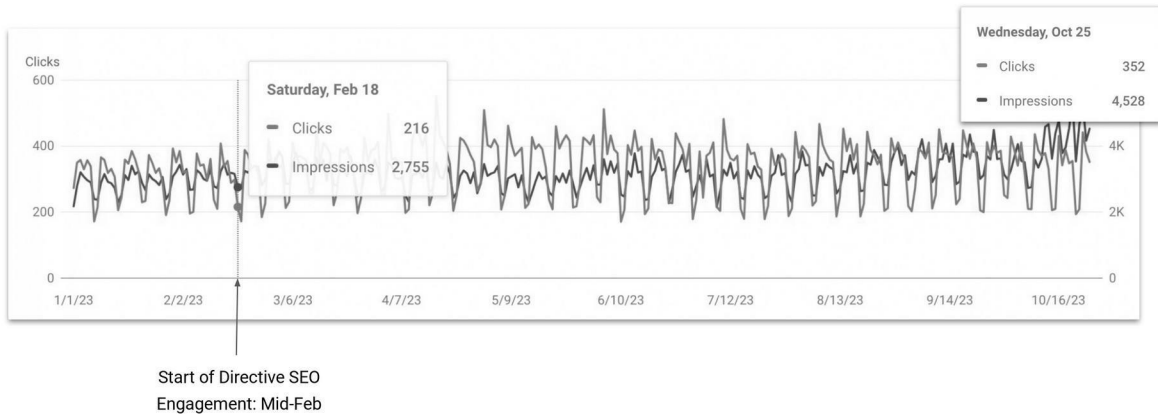
Since the beginning of our engagement we've helped maintain the growth trend vs PY. Addressing site-wide Tech SEO fixes and implementing on-page optimizations mainly contributed to this growth.



Start of Directive SEO
Engagement: Mid-Feb

On-page optimizations, meta
tags & internal linking: mid-Aug.

Since the start of the SEO engagement Impressions rose 64% leading to 63% more Organic Clicks



Our On-Page Optimizations contributed to Core Page & Glossary Page traffic growth of **15% & 94%** respectively

Strategic Use of Keywords on Core Pages

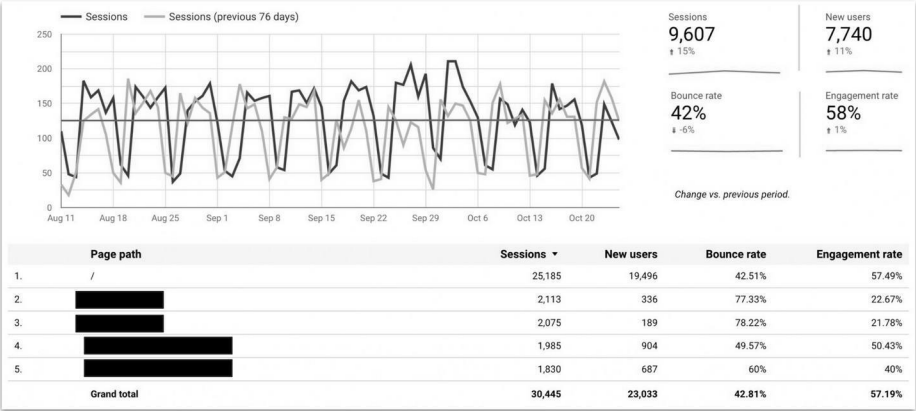
- We recommended strategic use of keywords on meta tags, H1s, page body & internal link anchor text, for **34** different core pages.
- **15% growth in organic sessions** comparing before and after on-optimizations in mid-August

Glossary Page Optimization

- We recommended the addition of new glossary terms and individual pages for each term.
- **94% growth in organic sessions** comparing before and after glossary page optimizations in mid-August.

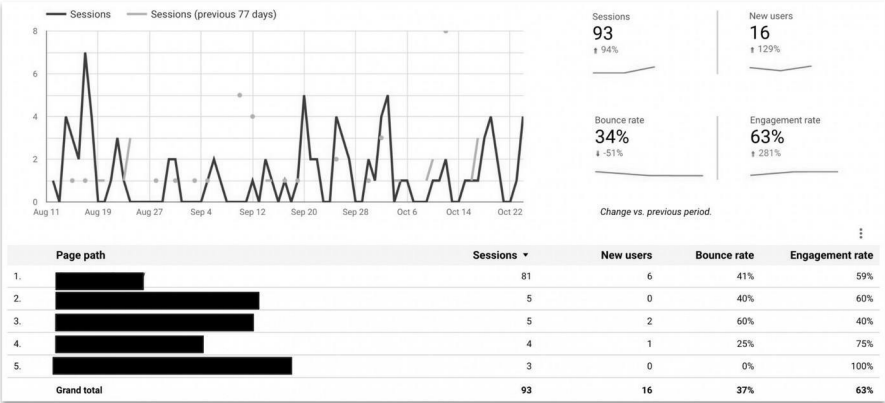
Organic Sessions to Core pages grew **15%** comparing the periods before and after on-page optimizations.

Core page optimizations, including updates to **meta tags**, **H1s** & **internal linking**, were implemented in **mid-August**.



Organic Sessions to Glossary pages grew 94% driven by new terms added.

Also around **mid-August**, we recommended to add **new glossary terms** and **individual pages per term**. This increased engagement by 281% and organic sessions by 94%, comparing the periods before and after the updates.



Blog articles we helped write & rewrite are already ranking for high volume non-branded keywords.

The recommendations we shared in blog briefs are starting to bear fruit, helping blog pages move up in ranking for high volume keywords.

/blog/post/

Date Published:
May 4, 2023



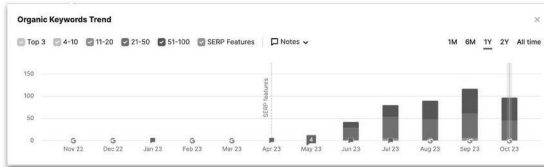
Top Keywords

All Positions Organic SERP Features

Keyword	Position	SF	Volume
[REDACTED]	68	8	70
[REDACTED]	73	5	40

/blog/post/

Date Published:
June 21, 2023



Top Keywords

All Positions Organic SERP Features

Keyword	Position	SF	Volume
[REDACTED]	28	4	3.6K
[REDACTED]	80	6	70
[REDACTED]	50	4	30
[REDACTED]	27	7	30
[REDACTED]	56	5	110

We resolved close to **87%** of the identified Tech SEO issues & on-site optimization opportunities

High

- ✓ Fix 404 page errors
- ✓ Fix 301 redirect errors
- ✓ Fix H1s and Meta Tag Issues
- ✓ Optimize H1s and Meta Tags for SEO
- ✓ Optimized Ux on Glossary page
 - Fix core web vitals (i.e. site speed on mobile)

Medium

- ✓ Add internal links with keyword anchor text
- ✓ Focus top navigation on Jobs to be Done
- ✓ Optimize URL structure with subfolders
- ✓ Consolidate outdated content

Low

- ✓ Add missing canonicals
- ✓ Optimize image alt-text for SEO
- ✓ Make CTAs consistent
- ✓ Optimized Ux on Glossary page
 - Add missing link anchor text
 - Image alt-text

Strategic Opportunities

2024 Objectives & Solutions

Objectives:

Build Thought Leadership in the Home Care Industry

Optimize (Client)'s Site to Improve Demand Capture

Fuel Pipeline by Optimizing Conversion Rates

Create useful, long-form content that speaks to your ICP

Continue optimizing core pages for SEO

Enhance CTAs through A/B testing

Create functional templates on caregiver job descriptions

Continue consolidating blog content; keep, redirect or refresh

Improve demo sign up experience on conversion pages

Leverage webinars to create ungated blog content

Address pending Tech SEO issues & opportunities

Create an email newsletter to nurture readers

Create a Resource/Knowledge Hub

Apply Local SEO to improve State EVV pages rankings on SERP

Set up blog pages to capture leads

Solutions:

“Demand Creation”

“Demand Capture”

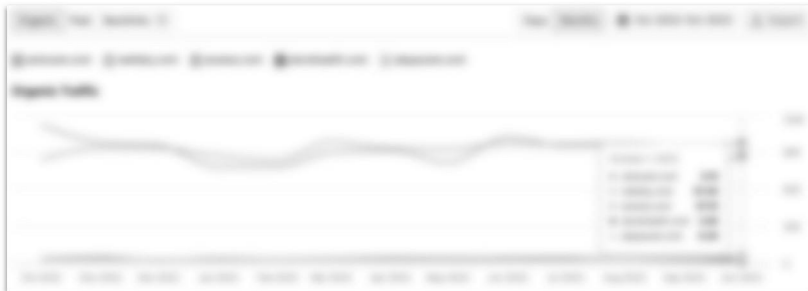
“Demand Solidification”

CHALLENGE

Keyword Opportunities are Plentiful, but so is the Competition

Your competitors have a head start and have solid fundamentals in SEO.

Moving up in ranking on competitive keywords will require consistent quality content production and continuous site optimizations.



OPPORTUNITY

Position (Client)
to Capture More
Non-Branded
Organic Traffic

There are plenty of opportunities to rank for high value keywords in SERP, by creating valuable content and further on-page optimizations for SEO.

Continue to build topical authority on subjects that speak to your ICP and that demonstrate value with your top rated solutions.

Content Category	Keyword Count	Search Volume (Annually)	Estimated Traffic from First Page Positions			
			Position 1 CTR 31.88%	Position 2 CTR 18.71%	Position 3-4 CTR 9.02%	Position 5-10 CTR 2.33%
Core Pages (On-Page Optimizations)	215	63,600	20,276	11,900	5,737	1,482
TOFU Content (Blogs, eBooks, Glossary)	91	79,680	25,402	14,908	7,187	1,857
Functional Content	136	112,080	35,731	20,970	10,110	2,611

255K

Total Annual Search Volume

14.5K

Avg. Annual Clicks Position 3-10

+22%

Increase in Annual Organic Sessions

OPPORTUNITY

Optimize Your Site to Improve Conversion Rates

We can evaluate key site elements tied to lead generation, like CTAs & messaging, to create data-backed conversion rate optimizations.

There's also opportunity to nurture the readers of your content to potentially turn them into leads with an email newsletter.

A/B test alternative CTAs & H1s.

Apply best practices to increase demo page form fills.



Add email newsletter to engage with and nurture readers of content.

Setting Goals for Year End and Next Year

2023 Target

152

NSM: SQLs (Demos Scheduled)

+34% YoY

2024 Target

206

NSM: SQLs (Demos Scheduled)

+35% YoY

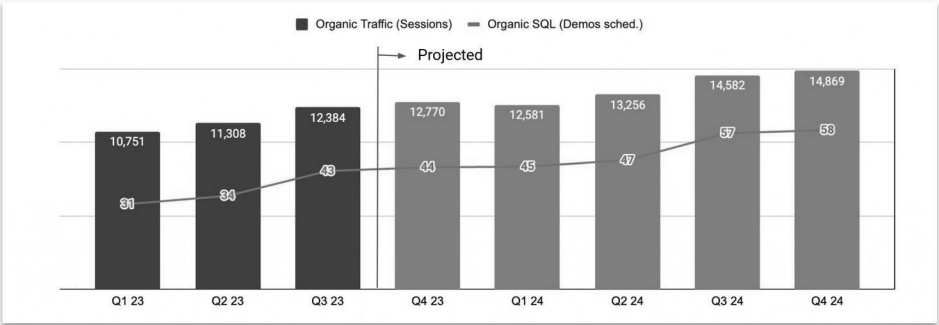
In Q4 we expect to continue growth trajectory for our NSM, allowing us to reach 152 SQLs (Demos Sched.) for 2023, a 34% increase vs PY. Next year, our goal is to grow our NSM even more, reaching 206 SQLs (Demos Sched.), a 35% increase vs PY. We will achieve this with our new SEO strategy focused on building quality content and to optimizing the site to improve online visibility and conversion rates.

Annual North Star Metric

For next year, we aim not only to continue the growth trend for organic traffic, but also to improve conversion rates, allowing us to meet our NSM target.

2023 Traffic > SQL CVR: **0.32%**

2024 Traffic > SQL CVR: **0.37%**



[Link to SEO NSM LTV:CAC sheet](#)

ngDirective
Performa

SEO Tactics

Directive,

By creating quality content and optimizing core pages, we aim to bring **+14.5K org. clicks & +54 SQLs annually**

Content Category	Keyword Count	Search Volume (Annually)	Estimated Traffic from First Page Positions			
			Position 1 CTR 31.88%	Position 2 CTR 18.71%	Position 3-4 CTR 9.02%	Position 5-10 CTR 2.33%
Core Pages (On-Page Optimizations)	215	63,600	20,276	11,900	5,737	1,482
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Functional Content	136	112,080	35,731	20,970	10,110	2,611
Total Annual Search Volume		255,360				
Total Clicks (Annual)			81,409	47,778	23,033	5,950

14.5K
Avg. Annual Clicks
Position 3-10

***0.37%**
Avg. CVR
Traffic > SQL

54
Incremental
SQLs

+

152
2023 SQLs

=

206
2024 SQL Target

We've identified 9 different content themes that could bring in 2K new visitors per year

We'll continue to produce content that's relevant to the ICP.

Keyword Theme	Annual Search Volume (ASV)
[REDACTED]	6,720
[REDACTED]	15,720
Search Volume Potential	22,440

The combined volume potential of **66K searches annually** could bring more than **2K new visitors per year***.

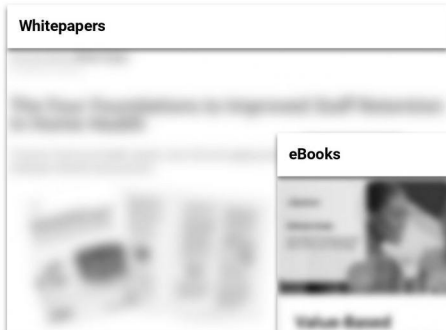
Through a Content Gap analysis, we found new subjects that competitors that rank in the first page of SERP write about.

Keyword Theme	Annual Search Volume (ASV)
[REDACTED]	13,800
[REDACTED]	13,200
[REDACTED]	6,840
[REDACTED]	5,400
[REDACTED]	1,920
[REDACTED]	1,800
[REDACTED]	480
Search Volume Potential	43,440

*Based on the average CTR from search volume > organic traffic, for keywords between positions 3 and 10 of 3.5%.

Source: SEMRush

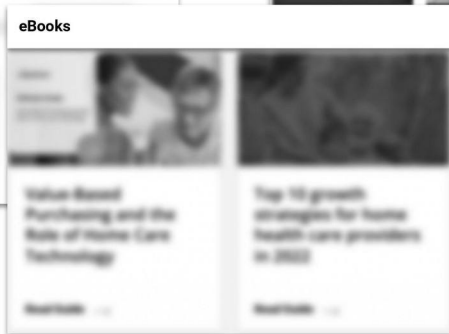
Other than Blog articles we can produce more useful resources like eBooks, Whitepapers & Case Studies



(Whitepapers examples)



(Tip Sheets Examples)



(eBook Examples)

A Resource Hub dedicated page would be a great way to keep your users engaged and to find what they look for

Keep visitors more engaged and interested in what you have to offer by **focusing on themes** rather than types of content.

A **One-Stop-Shop** where any resource can be found and **easily searchable**, including blog articles, case studies and webinars.



(Resources Hub Example)

URL	Authority Score*	Monthly Traffic	Backlinks	Ref. Domains
competitor.com/resources	42	255	802	124
Client.com/blog	30	5	450	44

*Authority Score accounts for the number and quality of backlinks, organic search traffic, and overall authenticity.

Let's leverage existing webinars to create valuable ungated content, like case studies and guides



At Directive, we've seen that un-gated content can get 20 to 50 times more downloads than when it's gated.

→ Case Study

+62%

More Downloads in Case Studies
Dynamic Yield

+15%

More Downloads in Guides
Dynamic Yield

Functional Content on Caregiver Job Descriptions could bring in 4K visitors per year*

To become a leader in the industry, we have to be an integral part and the source of truth for the day to day problems and challenges of our ICP.

We can see that **Caregiver Job Description** is a popular theme, with more than 130 search terms.

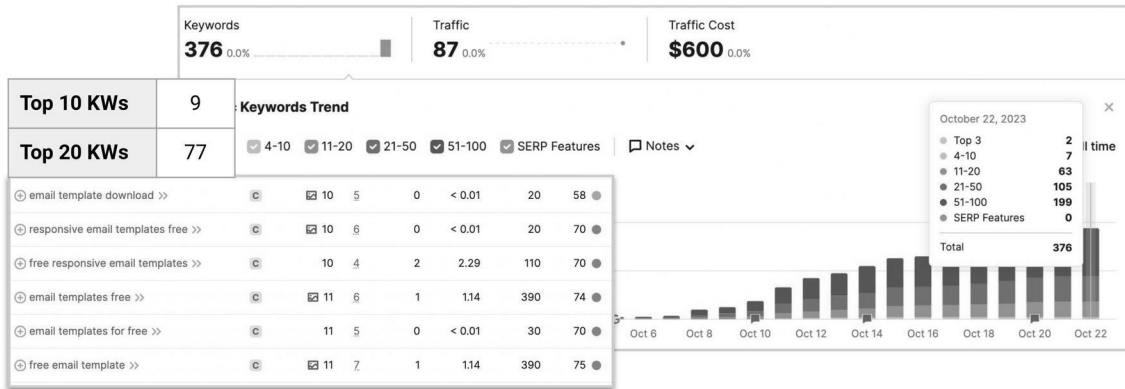
The combined volume potential of 112K searches annually could bring more than 4K new visitors per year*.



Full List of Functional Content keywords.

*Based on the average CTR from search volume > organic traffic, for keywords between positions 3 and 10 of 3.5%.

Functional Content helped one of our clients rank for close to 100 non-branded, high difficulty keywords



We've found **20+** Glossary terms with **14K** searches annually and could bring in **500** visitors per year*

Glossary provide a great opportunity to boost existing content on the website. It can also drive brand awareness for people searching for top of funnel keywords.

The image is a blurred screenshot of a table. It appears to have multiple columns, likely representing different glossary terms and their associated search volumes or metrics. The text is too out of focus to be legible, but the structure suggests a data table.

Full list of new Glossary terms

*Based on the average CTR from search volume > organic traffic, for keywords between positions 3 and 10 of 3.5%.

Source: SEMRush

Revitalize the Glossary section to ensure it is set up to rank and drive qualified traffic

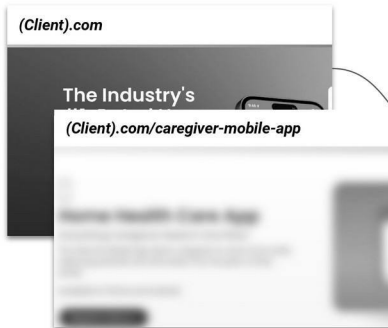
Top Letter Menu

Include a Ux friendly letter navigation at the top.



Internal Linking

Add more internal links from high traffic pages, to transfer link juice.



More Content on Definition Pages

Content is too thin. To improve ranking, you need more keyword rich content.

We can help create these with AI tools.



We'll conduct a new internal link audit after the website refresh to make sure new pages are woven into the site

There are still plenty of **opportunities** to use high value keywords as anchor text.

It's **not clear** whether some of the anchor texts are links. We recommend using a clearly distinct color for all links.



Target keyword:
home care software,
ASV: 5.8K

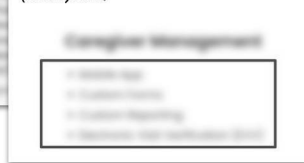
Would link to:
[Client.com/
software-page](#)

Target keyword: evv
software, ASV: 2K
Would link to:
[Client.com/features/feature-
page](#)

Client.com/software-page



(Client).com/



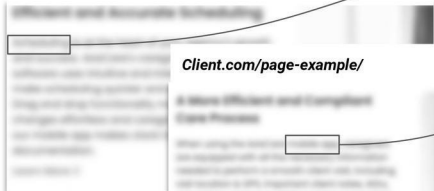
There are additional internal linking options we can pursue with semantically related keywords

Keyword: **home care software**

Semantically related:

- **Scheduling**, Used 2 times average by 20% of competitors
- **mobile app (mobile apps)** - Used 2 times average by 28% of competitors

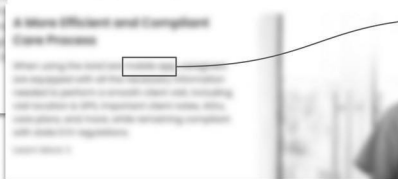
Client.com/page-example/



Client.com/page-example/



Client.com/page-example/



Client.com/page-example/



Applying Local SEO on State EVV pages could bring in 1.4K new visitors per year.

We found around 170 keywords associated with **state electronic visit verification**.

The combined volume potential of **40.5K searches annually** could bring close to **1.4K new visitors** per year*.

State	Keyword	Monthly Volume	Keyword Difficulty
California	ihss evv mobile app california	110	59
California	evv california	90	27
Wisconsin	evv wisconsin	90	31
Minnesota	evv minnesota	70	28
California	ihss evv mobile app california download	50	33
California	california evv	40	25
Illinois	illinois evv	40	26
Arizona	arizona evv	30	19
Colorado	colorado evv	30	14
Indiana	indiana evv	30	11
Michigan	michigan evv	30	9
Minnesota	minnesota evv requirements	30	26
Montana	montana evv	30	7
Ohio	evv training ohio	30	12
Pennsylvania	pennsylvania evv	30	27

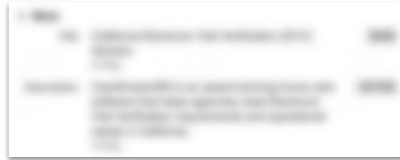
Full list of State EVV Keywords

*Based on the average CTR from search volume > organic traffic, for keywords between positions 3 and 10 of 3.5%.

(Competitor) ranks #X for a high value local keyword “california evv” (ASV: 1,080)

(Competitor) California EVV has some good examples of how to apply **Local SEO** practices to improve ranking, including:

- Fair amount of text in the body, enabling strategic use of keywords (1K words vs. 423 from (Client)'s California EVV page)
- Optimized Meta Tags & H1
- Localized content (e.g. California's Home Care Regulations & Facts)



We'll A/B test CTAs & Messaging on Core Pages to determine what drives conversions

Trying out more hard-hitting actions & alternative colors that stand out.

Original

Request a Demo >

Variant A

Schedule a Demo >

Variant B

Request a Demo >



H1s above the fold focused on benefit could be more compelling.

Adding more "Demo" CTAs in middle sections of pages may lead to more clicks.

We can apply best practices to optimize lead generation pages and increase demo form fills

Compelling messages
that stand out.

Discover and Act on every SaaS application in your portfolio

- ✓ Control SaaS sprawl
- ✓ Manage SaaS spend and reduce subscription costs
- ✓ Automate mundane tasks
- ✓ Find and address security concerns

Trusted by the Best

emingent LUNCHBOX sennder @rockcontent
paloalto @bumble fiverr instacart

"Torii works exactly how you would want an ideal SMP to work. The data it provides is extremely accurate. You can see every SaaS tool you have, how they're being used. It's really helped us simplify our SaaS stack and save a lot of time and money."

Michele Chan
Senior Manager of IT Operations
Hired

Request A Demo

Work Email*

By clicking "Request a Demo" you consent to Torii processing your personal data in accordance with our Privacy Notice.

Request a demo

The information you provide will be used according to our Privacy Policy.

Testimonials from real
customers.

Real, quantifiable outcomes
achieved by customers

Customers Speak Louder

Discovered
that the number of SaaS apps in use is
3x higher than they initially thought

Saved
more than
\$1m a year on unused SaaS accounts

Cut
hours spent on manual IT tasks by at least
75%

Tested by IT for SaaS Spend and SaaS Ops Management

@rockcontent
Hired

test you used. It's your SaaS time and

When we started using Torii, it was truly the first time we'd had such clear visibility across SaaS applications. Torii gives our CFO and finance team visibility on the cost split related to SaaS

As a company, we work with a wide variety of apps. We needed to take better charge of the whole application stack. Torii played a huge role when our budget came around at the end of December.

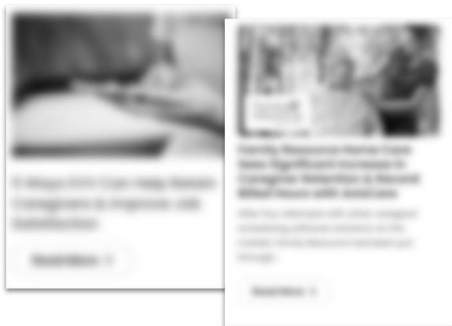
You can see every SaaS tool you have, how they're being used. It's really helped us simplify our SaaS stack and save a lot of time and money

Additional testimonials and reviews,
with links to existing case studies.

Create an Email Newsletter to potentially move subscribers from readers to leads

Email newsletters are not just a way to build a strong following & community, but also a great way to nurture the readers of your content, which includes blog articles, case studies & webinars, and potentially turn them into leads.

Effectively **demonstrate value** by sending **Case Studies** to subscribers that are engaging with relevant content.

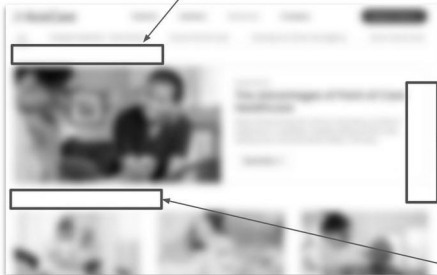


Similarly, sending **Webinars** to subscribers that engage with relevant content could **increase form fills and views**.



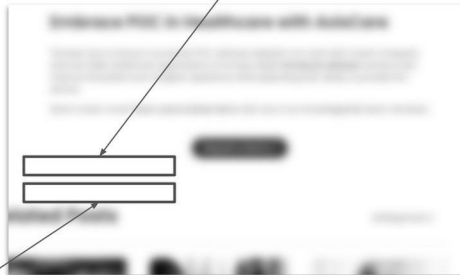
Optimize Blog pages to improve UX and increase engagement from your readers

Add a **search bar** to help users find the content that's relevant to what they're looking for.



Add a **popular posts** section to keep readers aware of important press releases & announcements about the company.

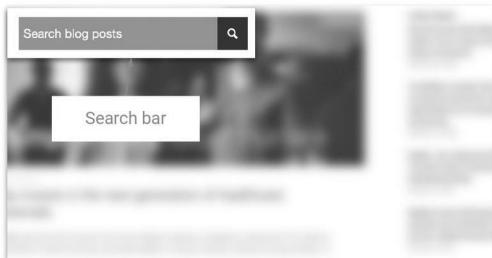
Add **tags** to the bottom of each blog article, so readers can easily find more content relevant content.



Add an **email newsletter** field in the blog page and at the bottom of each article, to keep readers up to date on the latest publications.

Your competitors have some great examples of best practices to optimize blog pages

competitor.com/blog/



Search bar

Content tags

competitor.com/resources/blog/



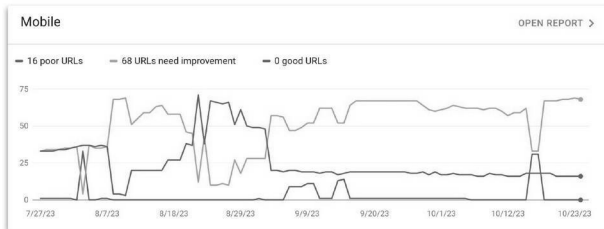
Popular posts
sidebar



Email newsletter signup field

There's still opportunity to improve Core Web Vitals on Mobile

There are currently no "Good URLs" on Google Search Console, due to opportunities with LCP.



Why URLs aren't considered good

URLs with these issues don't provide a good page experience.

Severity	Issue ⓘ	Validation ↓	Trend	URLs
Need improvement	LCP issue: longer than 2.5s (mobile)	Started		68
Poor	LCP issue: longer than 4s (mobile)	Started		16

Our action plan:

- Conduct site speed audit
- Consolidate findings & prioritize
- Share recommendations
- *ETA: November 6*

We've also recently found some quick Tech SEO fixes that can be easily addressed to improve SEO

Meta Titles

Summary: We found **23** pages with long meta titles and **2** that are the same as the H1.

Recommendation: Reduce the size of the titles to below 60 characters and make titles different to H1s.

List of Meta Title issues

Meta Descriptions

Summary: We found **13** pages with long meta descriptions.

Recommendation: Reduce the size of the meta descriptions to below 155 characters.

List of Meta Description issues

H1s

Summary: We found **26** pages with long H1s and **2** pages with duplicate H1s.

Recommendation: Reduce the size of the H1s to below 70 characters and address duplicate H1s.

List of H1 issues

Continue addressing Tech SEO tasks & optimizing the site to improve site quality for crawlers

We need to begin with top-priority items that impact visibility and ranking. We can attack the remaining issues only after completing the top-priority tasks and if enough bandwidth are available.

High

- Improve core web vitals (i.e. site speed on mobile)
- Fix recent meta tag & H1 issues - **New**
- Further internal linking opportunities - **New**

Medium

- Blog page optimizations - **New**
- Glossary page optimizations - **New**

Low

- Image alt-text

Next Steps



So What Happens Next?

Who?	What?	When?
Directive	Provide Meta Tag & local content recommendations for state EVV pages	November 10
	Provide new content ideas & draft write-ups (e.g. functional content) for review	November 17
	Provide new internal linking recommendations	November 10
	Add High Priority Tech SEO & on page optimizations to Asana	November 17
	Deliver monthly content briefs	Ongoing
(Client)	Address High Priority Tech SEO & on page optimizations	November 17
	Continue content scheduled in the Content Calendar	Ongoing

I thank

Consulting
Directive

Thank You

**Thank you for your time, and be on the
lookout for an CSAT survey from our team!**

,

You

12 Month SEO Roadmap

