



# Customer-Led SEO Strategy Positions ZeroFOX for Dramatic Growth



## Client overview

ZeroFOX Platform identifies and remediates targeted phishing attacks, credential compromise, data exfiltration, brand hijacking, executive and location threats and more. The patented ZeroFOX SaaS technology processes and protects millions of posts, messages and accounts daily across the social and digital landscape.

## Services

- ▶ SEO Management

101%

increase in  
leads YOY

20%

increase in  
organic traffic

2

Top 5 Organically  
Ranked Pages



## The challenge

ZeroFOX came to Directive with a need to generate more awareness for their enterprise cybersecurity services. While they had a strong collection of content, it lacked focus. Directive optimized their top of funnel visibility with use-case aligned keyword research and content that actually intrigued ZeroFOX's target buyers: CTOs and CSOs. The issue was most people who found ZeroFOX were searching for threat protection after they'd already been attacked. ZeroFOX was seeking to drive more preventative awareness of their service and their unique brand of threat intelligence and cybersecurity. Directive was tasked with growing top of funnel awareness and expanding their pipeline by increasing MQLs.

## The objective

### **How can we increase preventative awareness for ZeroFOX's differentiated approach to threat intelligence?**

Directive and ZeroFOX's objective was to develop more top of funnel organic placements for actionable search terms in order to increase preventative awareness for ZeroFOX's differentiated approach to threat intelligence. Directive implemented strategic keyword research aligned with ZeroFOX's core customer use cases in order to silo their content strategy into more actionable keyword themes. As opposed to traditional "cornerstone content," these use-case-aligned themes each targeted specific Service Pages within ZeroFOX's domain in order to funnel qualified search traffic towards conversion.



## The strategy

The most valuable (and therefore successful) content doesn't come from marketers, it comes from your customers. Directive pivoted ZeroFOX's content and SEO from the very roots up to answer the questions their end buyers were really asking. Aggressive internal linking was then implemented to increase backlink profile, domain authority, and organic ranking.

# 01

## Keyword Pivot

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When initially partnering with Directive, ZeroFOX did not consider themselves in the “threat intelligence” space. Their differentiated approach to cybersecurity and dark web monitoring is not the classic case of threat intelligence, even if it may serve the same end more efficiently.

After running ZeroFOX through a customized UVP Analysis, Directive was able to identify the key factors that could differentiate ZeroFOX's content while still targeting large volume keywords in the threat intelligence space. This insight opened up a massive new avenue of organic traffic that could help grow ZeroFOX's top funnel visibility exponentially. Directive maximized the visibility of ZeroFOX in this new space by creating a keyword glossary based around “threat intelligence” to build internal linking assets for their new SEO category.



## 02

### SEO Silos

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After pivoting their keyword strategy, Directive siloed ZeroFOX's content calendar into different customer use-case segments. This allowed them to focus content production on the actual day-to-day needs of their end users - the ones who would actually be looking for their content.

By reverse engineering their keyword research and content calendar, Directive was able to create a "Customer-Led SEO" strategy that continues to consistently increase ZeroFOX's visibility and mental real estate.

## 03

### FAQ Schema

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Directive's customer use-case content strategy pushed two of ZeroFOX's most important revenue generating service pages into the top 5 for their primary search terms.

To double down on the success, Directive implemented FAQ-Schema onto these ranking pages. These Frequently Asked Questions add-ons allowed ZeroFOX's ranking pages to answer more conversion-focused questions while also supplying direct question-answer content for Google to pull into featured snippets.

# Results Results Results Results



ing Directive  
Performance

## The results speak for themselves

These strategic implementations drove organic traffic up 20% QoQ consistently and increased MQLs by 101% YoY - not to mention started to show dramatic results after only 2 Quarters. By relying on Directive as a strategic partner and guide, ZeroFOX entered a new space within their ideal market where they were able to differentiate themselves with their unique and proprietary approach to dark-web monitoring and threat protection.

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## Why It Mattered

ZeroFOX not only realized the value of customer-led SEO content - investing in internal writing resources to prove it - but they also were able to differentiate themselves in a space that drastically increased their top of funnel visibility.

ZeroFOX's organic growth and pipeline generation as a result of Directive's customer-led SEO strategy proves that a brand's most successful value positioning doesn't come from the marketing department, it comes from the customers themselves.



SEO performance has helped us focus our content and quarterly campaign themes on topics we know people are searching for and looking for solutions on.

**Diana Bauer**

Director of Global Digital Marketing, ZeroFOX



# Directive,

Other agencies might help you get discovered in search.

**We make you completely unmissable.**

Get in touch

