Directive

How We Grew **Page 1 Rankings 190%** and Generated **$2.87M in Non-Branded Revenue**

A 56% lift in AI search visibility helped drive 162% organic traffic growth and $2.87M in non-branded revenue.

Overview

Over the past two years, our organic visibility had begun to decline. Since June 2023, we had lost more than half of our Page 1 keyword rankings. This reduced our visibility across many high-intent searches where marketing leaders evaluate agencies and solutions.

To reverse this trend, we implemented a focused plan to:

- Expand bottom-of-funnel keyword coverage

- Dominate AI-driven discovery platforms

- Increase our presence across major B2B informational topics

The result was record-breaking growth in organic visibility, pipeline, and revenue.

The **Challenge**

By 2023, our organic search performance had significantly declined. We faced three core obstacles:

1. **Lack of B2B Visibility**
   We had virtually no visibility for B2B informational topics and weren't yet a dominant player in organic and AI search.

2. **Decaying Legacy Content**
   Older blog content was no longer aligned with current search intent and was gradually losing rankings.

3. **Limited Bottom-of-Funnel Coverage**
   We were not ranking strongly for many of the searches where buyers actively evaluate marketing agencies and solutions.

Our **Strategy**

To regain our share of high-intent search demand, we focused on three strategic priorities. This approach allowed us to capture demand across both traditional search engines and emerging AI-driven discovery channels.

01

Expanding bottom-of-funnel keyword coverage

02

Creating high-performing comparison and listicle content

03

Increasing our visibility across AI-driven search and discovery platforms

01

Bottom-of-Funnel
SEO Expansion

Our first priority was capturing more high-intent searches tied directly to vendor evaluation.

We focused on ranking for queries where marketing leaders are actively researching agencies, services, and solutions.

This included:

■ Agency comparison searches

■ Vendor evaluation queries

■ Service-focused keywords

■ Strategic marketing solution searches

By targeting these queries, we ensured organic traffic translated directly into qualified pipeline.

02

Listicle and Comparison Content

Listicles and comparison articles became a core part of our strategy.

These formats perform extremely well for both traditional search engines and AI-generated responses.

Examples included:

■ Best B2B marketing agencies

■ Top SEO agencies in 2026

■ Best demand generation agencies

■ Best paid media agencies

These pages helped us capture high-intent traffic from buyers actively evaluating vendors while also increasing our visibility within AI-generated answers.

03
Content 150 Initiative

In Q4 2025, we launched an aggressive publishing initiative called Content 150.

The goal was simple: reclaim our share of the internet by dramatically expanding our coverage of bottom-of-funnel search queries.

Over one quarter we:

- Wrote and published 150 new blog articles

- Targeted high-intent SEO and marketing queries

- Built topical authority across our core service areas

This initiative significantly expanded our keyword footprint and accelerated our organic visibility growth.

The **Results**

Our strategy generated significant improvements across multiple performance metrics.

+190%

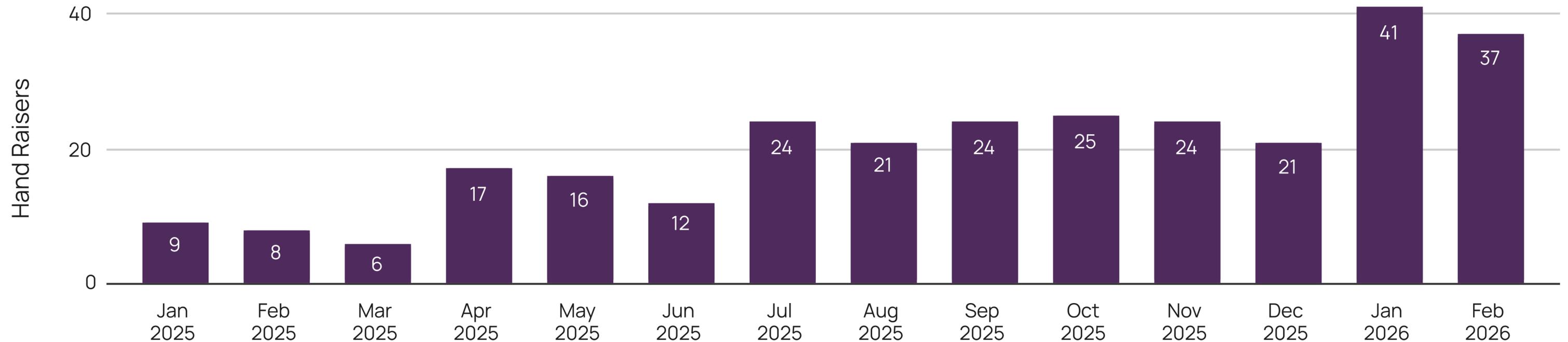growth in Page 1 keywords
(1,152 → 3,337)

+162%

growth in monthly organic traffic

+145%

growth in non-branded MQLs

Non-Branded MQLs by Month

Business Impact

The increase in bottom-of-funnel visibility translated directly into pipeline growth, unlocking organic search as a major revenue driver.

$2.87M

non-branded closed-won revenue in H2.

14x

increase in non-branded revenue (H2 vs H1)

Dominating
AI Discovery

Search behavior is rapidly shifting toward AI-powered research.

Since June 2025, we increased our presence across tracked LLM prompts by 56%.

Today we hold **24% share of AI brand mentions**, making Directive the most visible agency across tracked prompts.

LLM Visibility Share

We appear more than twice as often as the next closest competitor.

Directive	24%
Competitor #1	11%
Competitor #2	7%
Competitor #3	5%
Competitor #4	4%

"
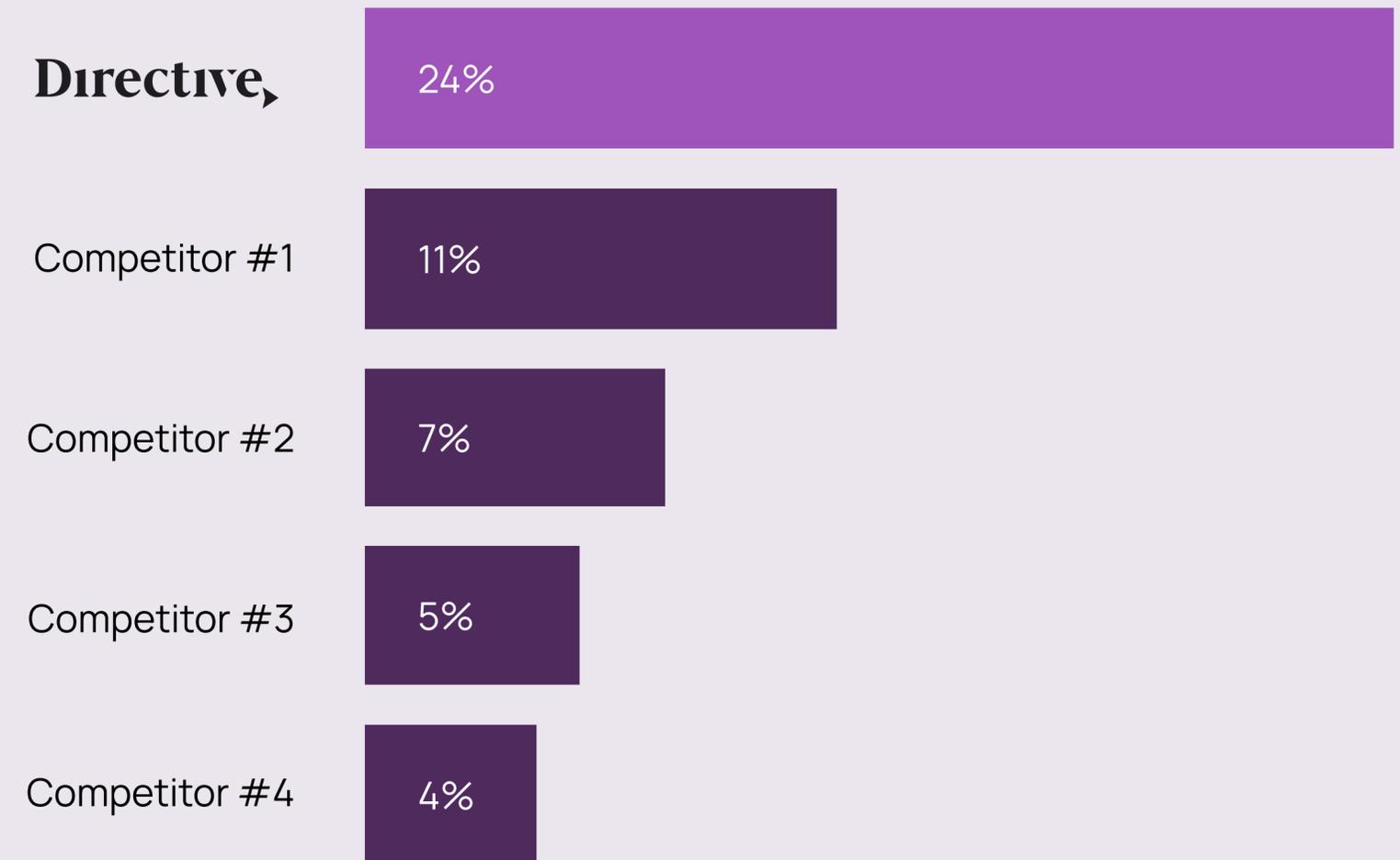
Once we aligned our content with buyer intent and expanded our presence across both traditional search and AI discovery platforms, organic moved from a traffic channel to a true pipeline driver."

- **Graysen Christopher, Director of Content Strategy**

Content Marketing with SEO + GEO

Modern discoverability requires optimizing for both traditional search engines and AI-driven discovery platforms.

Our approach combines:

1. **SEO:** Capturing high-intent searches through bottom-of-funnel content and strategic keyword coverage.

2. **GEO (Generative Engine Optimization):** Ensuring your brand appears in AI-generated answers and recommendation engines.

Together, SEO and GEO allow us to capture demand across the entire modern search ecosystem.

Unlock Wins Like This

Increase Page 1 rankings, dominate AI search visibility, and turn organic traffic into real pipeline and revenue.

Book Your Strategy Call

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