

# Increasing organic traffic and leads with high-performing SEO/AEO

## RESULTS

- Ranked #1-4 for multiple primary keywords on Google organic search results
- 60% growth in organic traffic and 27% growth in organic-driven leads
- Top citations on Claude, ChatGPT for supplier intelligence queries

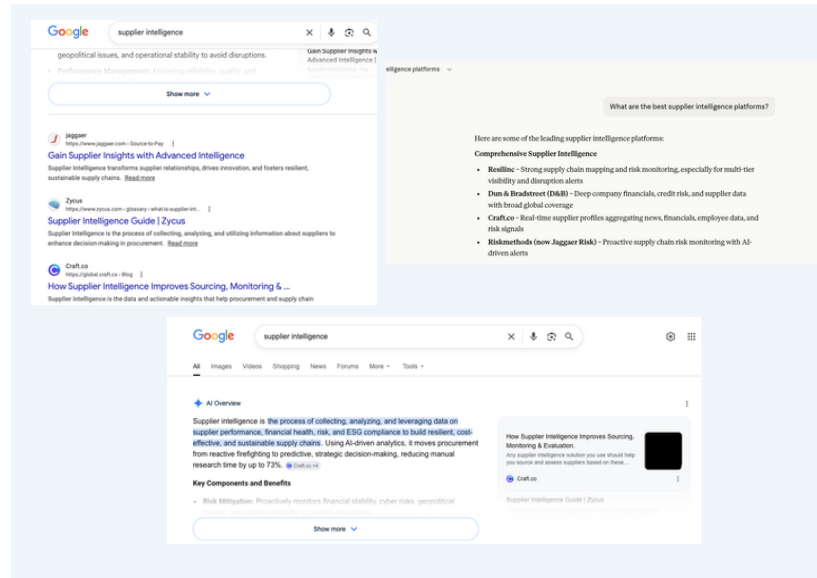
## CHALLENGE

As the first content marketing hire at an early-stage startup, I had to maintain a consistently robust content schedule, not just to establish company credibility but also to improve organic search rankings and eventually AI search citations — especially for "supplier intelligence," "supplier intelligence platform" and other related keywords and queries.

## SOLUTIONS

Craft needed high-quality content on a high-volume basis. After developing a robust keyword strategy, I created long-form content across all funnel stages at least 1-2 times per week, repurposed for more digestible consumption.

Including interviews with industry experts — inside and outside our customer base — differentiated our content from others in a short period of time, offering unique perspectives with direct quotes and reputable data.



Writing frequently about new legislation and geopolitical turmoil also solidified our domain expertise and created a never-ending supply of valuable content.

Interviewees were also compelled to share content on their own websites or platforms when directly quoted in an article, further boosting backlinks and SEO rankings.

## OUTCOMES

Craft is in the **top five organic search results in at least six of its top 15 primary keywords** — including high and low-intent words and phrases — in many cases outranking large global firms like Coupa, Snowflake and Ernst & Young. Some of the highest-ranked pages are blog articles and long-form pillar posts, **which rank #1-3 in organic search results for primary keywords** like "supplier intelligence," "supplier intelligence platform," "n-tier supplier risk" and "platforms that track n-tier suppliers."

They're often the first thumbnail shown next to the Google AI overview, and Craft is also cited by Claude and ChatGPT when asked about supplier intelligence tools.

In about five months, Craft saw **nearly 60% growth in organic traffic** and a **27% increase in organic-driven leads**.