

Case Study: Gabriel Swain & Tradogram

Transforming Obstacles into Growth Opportunities

A Case Study on Foresight, Innovation, and Resilience

Background & Context

In 2023, major Google algorithm updates like the Core and Helpful Content updates permanently changed SEO and content marketing.

Many brands struggled to adapt, leading to lost traffic and visibility. However, I anticipated these shifts and capitalized on them. We successfully boosted organic traffic, keyword rankings, and revenue, while reducing cost per conversion and increasing the conversion rate considerably.

The results demonstrate how strategic foresight, preparedness, and resilience can transform industry disruptions into growth opportunities.

Challenge

The project began following Google's December 2022 Spam Link and Helpful Content algorithm updates. My client's traffic had dropped considerably, losing over 50% of average daily site visitors in three weeks. That's when I was called in to help; this client had worked with me in the past and knew I could fix this issue before it spiraled out of control.

"Gabe has played a vital role with us working as a consultant. His strategic foresight is evident in his ability to not only anticipate change but to position his team to capitalize on it."

"He was pivotal following two particularly challenging Google algorithm updates--as other sites saw traffic plummet, Gabe was busy tripling our top-10 ranking keywords, a testament to his SEO acumen."

- **Majdi Sleimen, Chief Operating Officer, Tradogram**

My Strategy and Solution

I implemented a multi-pronged approach to solving the problem. This involved conducting deep technical SEO audits and planning several months' worth of content aligned with the target audience's needs, challenges, and search intent.

Within one week, I had identified the key issues and reasons for the traffic drop, implemented quick fixes, and traffic had rebounded.

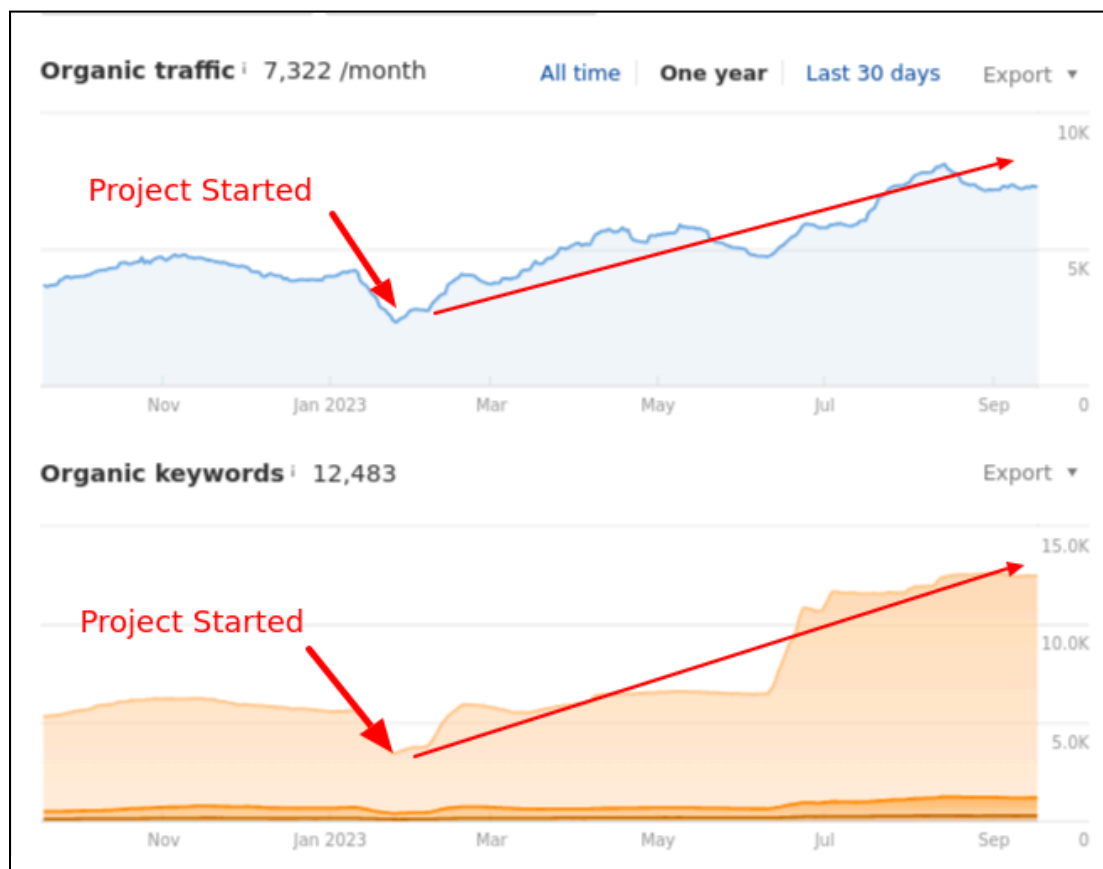
I then shifted to drafting a long-term plan to address deeper SEO issues and grow traffic and efficiency over the long term.

Actions Taken

1. **SEO and Content Audit:** Conducted a comprehensive analysis of the client's existing SEO and content efforts.
2. **Target Audience Alignment:** Identified a misalignment between marketing tactics and the preferences of the target audience.
3. **Obstacle Identification:** Analyzed performance data and website structure to pinpoint SEO growth obstacles.
4. **Strategy Formation:** Developed a strategic plan to fix all SEO issues and create traffic-driving content, which included documentation for each technical fix to guide the internal team in execution.
5. **Content Creation and SEO Optimization:** Drove a content overhaul and authored and optimized over 40 blogs, long-form guides, and web pages in alignment with the new strategy.
6. **Technical SEO Backbone:** Led internal team through executing list of technical fixes, from DOM size and unnecessary third party javascript to adherence to the W3C's Web Content Accessibility Guidelines (WCAG)
7. **Developed Internal Documentation:** Created guides and internal references around common technical SEO challenges and how to address them to ensure full compliance with Google's algorithm and search guidelines, documenting granular issues related to site code, and guided and directed the internal team through tactical execution.

Results (Over nine Months)

- **Organic Search Traffic:** 192% increase (from 2,500 to 7,300 visitors/month)
- **Top-10 Ranking Keywords:** 217% increase (from 380 to 1,206)
- **Lead-to-Opportunity Conversion:** 292% increase in conversion rate
- **Volume of Marketing-Sourced Opportunities:** 172% rise in monthly average
- **Cost per Opportunity:** 78% reduction in cost per marketing-sourced opportunity
- **Sales Pipeline Value:** Increased by 59% monthly

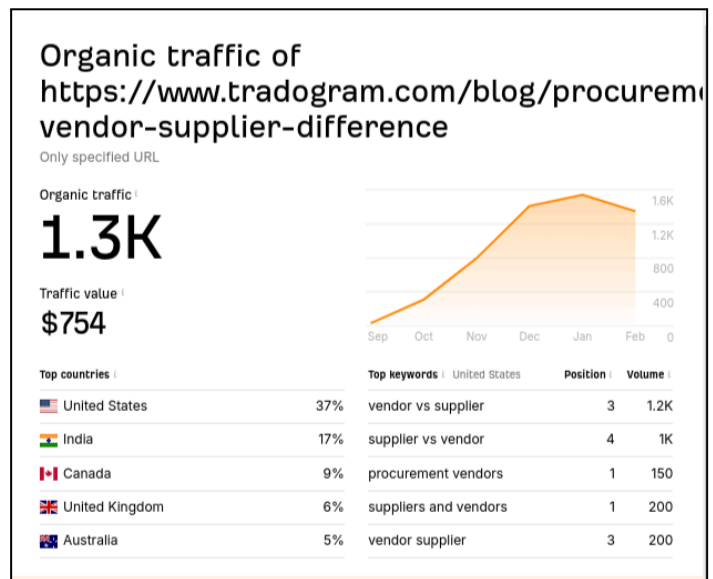
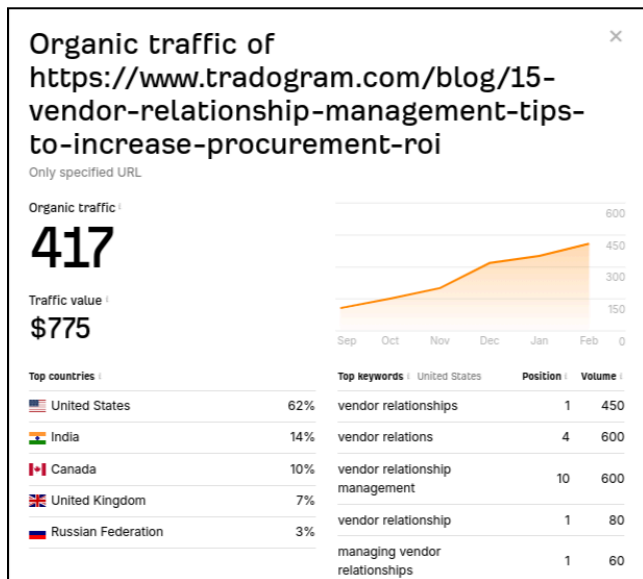


Traffic Growth from My Writing:

- 1,000+ new rankings from my writing
- Some blogs I authored generated close to 200 keyword ranking within 30 days

"Gabe's content creation skills are equally impressive; he's written numerous sales pages and blogs for us, some of which ranked for nearly 200 keywords within a month and continue to drive new visitors to our site."

- Majdi Sleimen, Chief Operating Officer, Tradogram



Conclusion and Takeaways

Following the completion of my efforts, traffic continued to grow and the progress made proved to be permanent. When comparing my client's one-year performance against the performance of its competitors, starting at the time I began the project, the impact of my efforts became clear.

One-Year Competitive Results

Organic Traffic:

- Competitors' growth range: **-11% (low)** to **28% (high)**
- My client's growth rate: **162%**

Organic Keyword Rankings:

- Competitors' growth range: **-36% (low)** to **6% (high)**
- My client's growth rate: **117%**

My competitors				
Domain	Organic Keywords	Organic Traffic	Paid Keywords	Paid Traffic
precoro.com US	5K +0.3%	3.6K +15.47%	39 -65.49%	758 +68.07%
procurify.com US	7.2K -4.14%	11.1K -11.25%	207 +68.29%	3.6K +935.51%
fraxion.biz US	652 -36.14%	626 -6.85%	1 +0%	9 +0%
procuredesk.com US	3.7K +5.62%	2.7K +27.93%	0 0%	0 0%
tradogram.com US	3.1K +116.96%	5.1K +162.76%	0 0%	0 0%

Takeaway

This case study demonstrates the power of foresight and a commitment to quality in SEO and content marketing. By anticipating Google's algorithmic shifts, I transformed potential obstacles into opportunities, setting a new industry standard in a constantly evolving digital landscape.

"Gabe's proactive problem-solving and focused drive for revenue growth make him an excellent candidate for any marketing leadership role."

- Majdi Sleimen, Chief Operating Officer, Tradogram