

Turning Search Into Sales: How SEO Drove \$65M in Pipeline Growth

THE CLIENT >

LeadCoverage's digital (marketing) team specializes in implementing SEO strategies focused on searcher intent. Their expertise helps businesses drive organic traffic, improve search rankings and convert high-value leads into revenue-generating opportunities.

THE MATH

88%

Increase in organic form fills
year-over-year in 2024

\$65.6M

Increase in organic
pipeline growth

\$57.33M

Total in open organic
opportunity deals

THE CHALLENGE >

Many businesses struggle to connect SEO performance with actual revenue growth. Traditional content marketing efforts often prioritize traffic volume over lead quality, leaving companies uncertain about the return on their investment. LeadCoverage's digital marketing team set out to demonstrate how a well-structured SEO strategy could directly contribute to a strong sales pipeline and long-term business success.

THE OPPORTUNITY >

By focusing on searcher intent and structuring content around key industry topics, LeadCoverage identified a way to improve both search rankings and conversion rates. Their strategy went beyond traditional SEO tactics, emphasizing content relevance, user engagement and position clients as thought leaders in the industry.

THE SOLUTION >

LeadCoverage's digital team implemented a pillar-and-cluster content framework, by strategically aligning content creation with SEO best practices This approach:

- **Enhanced Search Visibility:** Content was structured to align with common search behaviors, ensuring relevance and higher engagement
- **Increased Authority:** By leveraging Expertise, Authority, and Trustworthiness (EAT) principles, the strategy positioned clients as thought leaders, encouraging backlinks and media recognition
- **Improved Lead Quality:** SEO efforts targeted high-intent searchers, leading to more qualified leads and stronger sales opportunities
- **Strengthened PR Integration:** The PR team amplified content impact by securing media placements, reinforcing authority signals for search algorithms

THE RESULTS >

LeadCoverage's digital team was able to drive measurable business results by creating a comprehensive ecosystem that engages prospects at every stage of their journey. The impact of this strategy goes beyond increased traffic—it drives measurable business outcomes, directly contributing to significant business growth and a more qualified sales pipeline. A client of LeadCoverage experienced a 471% increase in organic opportunities, causing a \$65.6M organic pipeline growth.