

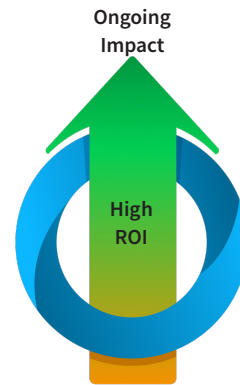
Rellify Case Study

Hedera - Open-source public ledger for native web3 ecosystems







Goals & Strategy

Goal: Grow the Hedera Developer Learning Center, which serves as a comprehensive library of educational resources for developers engaged in web3 projects.




Strategy: Rellify conducted a comprehensive audience analysis and content strategy tailored to developer use cases within web3 applications and the Hedera ecosystem.



Focus Area & Plan

-  Crypto educational content
-  Long-form articles and guides
-  Developer acquisition
-  Page SEO
-  Organic traffic
-  Internal and external content promotion

Results

-  Created net new organic traffic of 5,000+/month
-  Increased social media impressions and engagement
-  Raised brand awareness with thought leaders

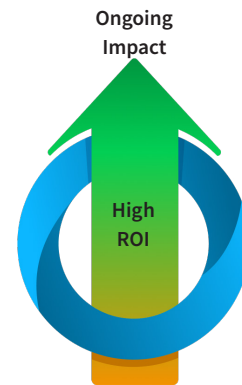
Rellify Case Study

Zenefits - People operations tool for HR, payroll and benefits

Goals & Strategy

Goal: Expand and enhance the Workest resource center for small business HR by having industry-leading educational content and comprehensive guides.

Strategy: Rellify conducted a comprehensive topic audit and content strategy tailored to HR for all stages of small businesses, from starting a business to selling a business.



Focus Area & Plan

- HR small business content
- Organic traffic growth
- Leads from small businesses
- Long-form articles and guides
- Images, statistics, charts
- Internal and external content promotion

Results

- Created net new organic traffic of 4,000+/month
- Raised brand awareness and recognition with small businesses

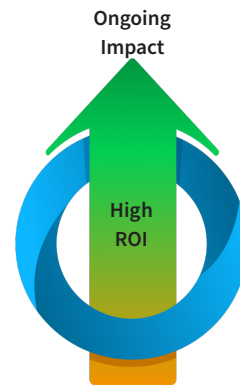
Rellify Case Study

MeetingPulse - Audience response system for meetings and events

Goals & Strategy

Goal: Grow and enrich the MeetingPulse blog by providing valuable content on audience engagement solutions, tips and guides, helping new and existing customers with how to run effective meetings and events.

Strategy: Rellify conducted a detailed topic analysis and content strategy aimed at addressing the needs of companies and event managers with audience engagement solutions, tips and best practices.



Focus Area & Plan



Blog content expansion



Long-form articles, guides and whitepapers



Brand awareness and organic traffic



Images, data, charts



Leads



Internal and external content promotion

Results



Created net new organic traffic of 1,000+/month



Improved SEO rankings for high-value search terms

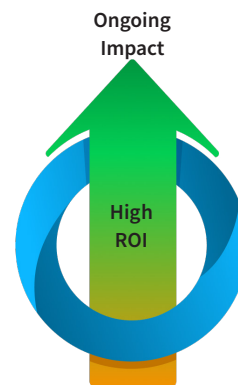
Rellify Case Study

Cope Coralles - Wealth advice and management firm

Goals & Strategy

Goal: Create a centralized hub for financial insights and education, aimed at sharing valuable advice with both existing clients and prospective clients.

Strategy: Rellify conducted a thorough audience analysis and content strategy aimed at addressing the needs of individuals seeking wealth advice and management.



Focus Area & Plan

- Financial content expansion
- Brand awareness and organic traffic
- Leads growth
- Long-form articles, guides and whitepapers
- Content library redesign
- Internal and external content promotion

Results

- Created net new organic traffic of 1,000+/month
- Whitepaper generated more than 200 leads
- Achieved top SEO rankings for local wealth management-related queries

“We’ve had our most successful engagement campaigns to date using Rellify content. Our ad campaign leveraging a white paper written by Rellify generated over 10x more engagement from prospective clients than we’ve ever generated prior.”

Martin Perez
Marketing Specialist
Cope Coralles

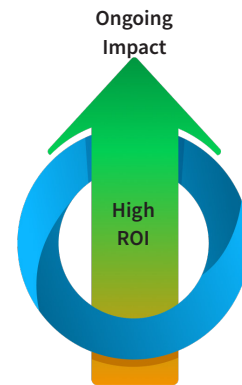
Rellify Case Study

Best Egg - Online lender and financial services company







Goals & Strategy

Goal: Do an SEO audit, develop a strategy for content topics and produce articles for Best Egg's resource center.




Strategy: Rellify conducted a thorough research on keywords and topic ideation, then developed a content plan for articles that would naturally rank high in Google searches related to credit cards.



Focus Area & Plan

-  Quality content expansion
-  Raise brand awareness and authority
-  Site and content SEO and performance
-  Generate organic traffic and leads
-  Site and content audit/analysis and strategic plan
-  Level-up competitive advantage

Results

-  60% increase in SEO search impressions
-  100+ keywords that improved Best Egg's web ranking
-  45% increase in monthly SEO web traffic

"I've really only worked with SEO agencies that were more technical focused, so it's been great to have a partner that has a more holistic approach to both content and SEO. Rellify has been a great partner for us."

Sarah Zangrilli
Head of Growth & Content Marketing
Best Egg

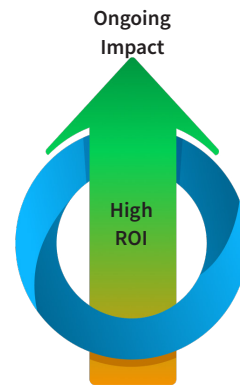
Rellify Case Study

Tri-Arc - US manufacturer of ladders and work platforms


Goals & Strategy


Goal: Do an SEO audit, develop a strategy for content topics and produce articles for Tri-Arc's resource center.


Strategy: Rellify conducted a thorough research on keywords and topic ideation, then developed a content plan for articles that would naturally rank high in Google searches related to credit cards.





Focus Area & Plan


 Increase search visibility and ranking

 Research market and competitors


 Effectively identify and target appropriate audience


 Site and content performance analysis


 Data-driven strategic plan

 Produce and monitor high-quality, high-value, optimized content that performs

Results

 32% non-branded search impressions rise within three months

 10 articles have been created and are growing in search impressions

 100,000 - Tri-Arc ranks in more new searches per month from Google than before.

“The people at Rellify took time to understand us and our products and our brand. They took the time to do the research. We’ve taken something that had no SEO initiative or program, to now have Google rankings and good articles that will hold up over time.”

Alicia Kauffman
Account Manager
Tri-Arc