

CASE STUDY

How We Helped Intuit Gain More Visibility for Category Pages

The Numbers
Keep Growing

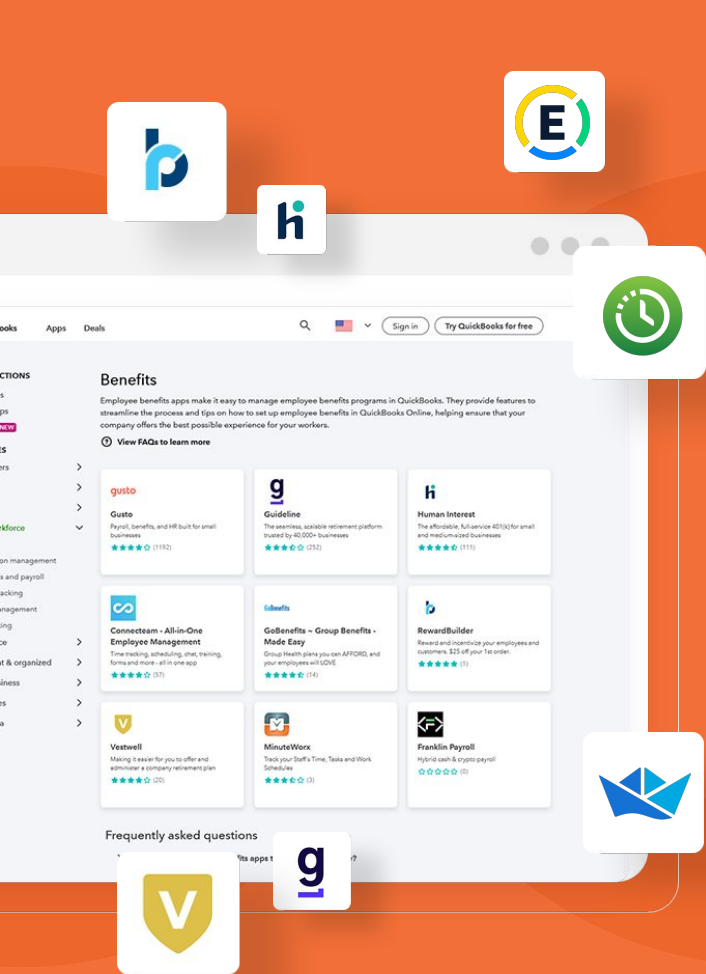
3 months into the
contract, growth
began

Started
Here

37.9% of the site's Organic Clicks →

Our Goal

Gain More Visibility for Category Pages



The Challenge

Apps.com, part of the Intuit family of websites, is a third-party marketplace where developers and companies can sell their custom apps that integrate with Intuit Quickbooks.

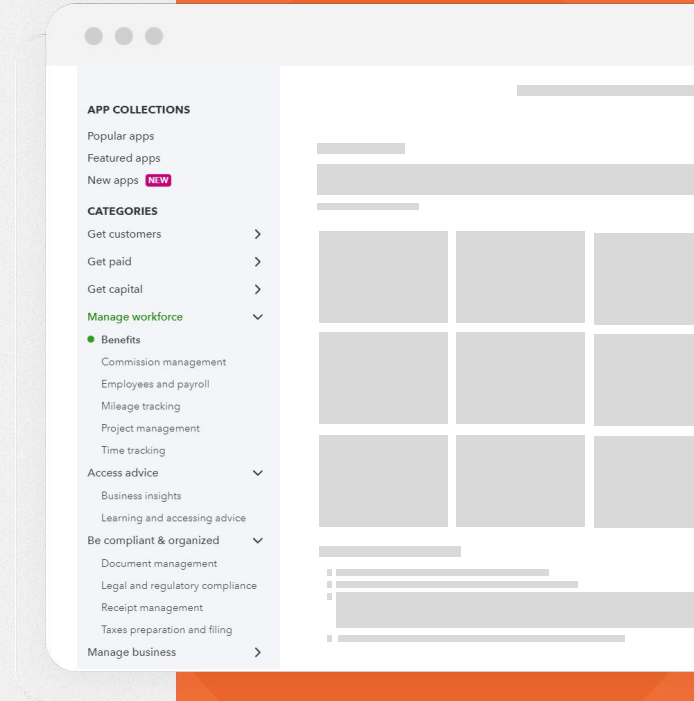
The majority of site traffic was driven by user-generated app pages, which the Intuit team was unable to edit or optimize for SEO.

This meant that there were only a handful of pages that could be expanded or optimized, leaving little room for growth with the existing content.

Full Funnel Tactics

On-Site:

- ✓ Evaluated **existing app category filters**, and added **new filters based on search volumes and user interest**
- ✓ **Created unique, standalone pages for each category filter**
- ✓ **Wire framed page layout for category pages with UX and CRO in mind**

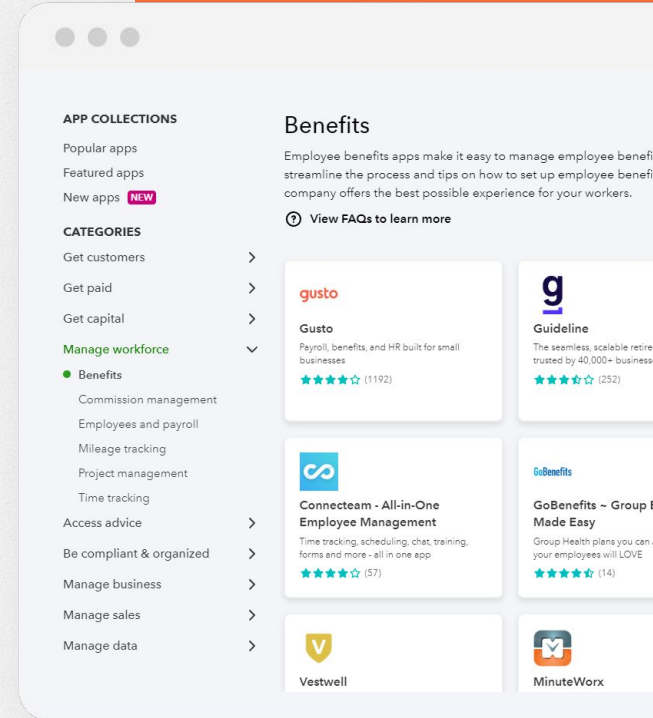


Content

✓ **Keyword research to determine new categories and their related keywords to target via page content**

✓ **Updated meta tags, headings, and content on page to align with each categories' target keywords**

✓ **Created frequently asked questions to add additional value to pages**



Results

After 6 months of strategy and implementation, here is a 12-month look back on growth, from November 2022 to April 2024.

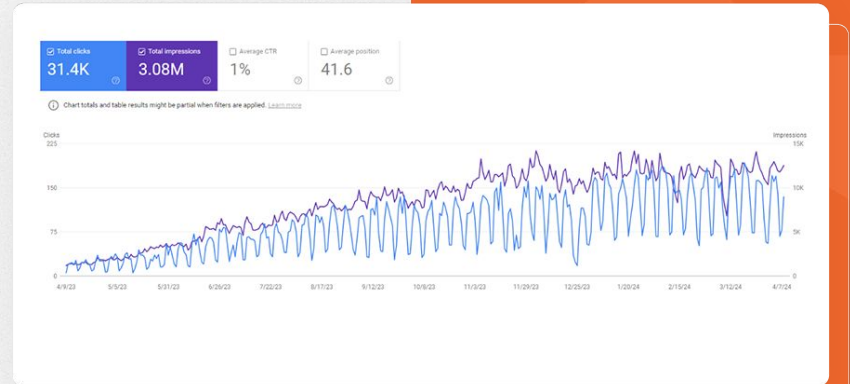
Once all content was implemented about 3 months into the contract, growth began...



Results

We added **31.4K More Clicks** to the website, that is 6% of all Clicks

We added **3.08M More Impressions** to the website, that is 10% of all Impressions

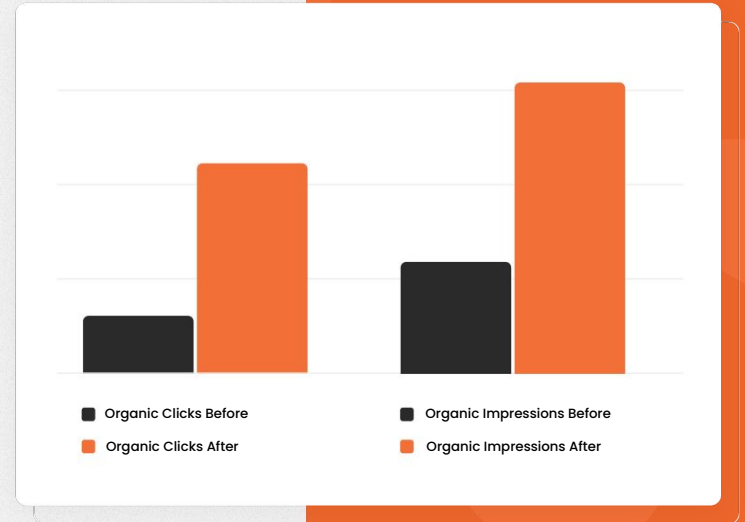


Results

Outside of the user-generated pages,
these categories drove:

✓ **37.9% of the site's Organic Clicks**

✓ **43.9% of the site's Organic Impressions**



In terms of keywords

- ✓ **Keywords increased by about ~856%**
- ✓ **With 10% of those being in the Top 10**



Findings

By zoning in on the opportunity to build standalone category pages, we helped Apps.com successfully achieve its goal of growing Organic traffic to the website and to the apps themselves in a competitive marketplace by ranking for valuable, relevant search terms



Thank You

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