

Kartra Targets New Organic Verticals With an SEO Content Strategy



SEO Lowers Customer Acquisition Costs

Facing ever-growing competition among SaaS marketing platforms, Kartra turned to Sitemap.io to develop a content marketing strategy that would help them extend their brand to new audiences: established creators and entrepreneurs.

SEO Work with Sitemap.io

Our agency performed extensive digital market research and developed a comprehensive content and SEO strategy to reach Kartra's new target customers at every stage of their journey.

Tackling Technical SEO Challenges

In addition to a new marketing funnel and content strategy, Kartra faced an uphill SEO battle due to years of neglected technical SEO issues. Sitemap worked with Kartra's development team to identify and fix the most pressing issues, including XML sitemaps, indexing key pages, and ensuring the website's structure was correct and scalable for the aggressive content play.

SEO Results

With a new content strategy in place and backlinks being built to them, Kartra saw immediate, tangible results. Key landing pages began



About Kartra

Website: kartra.com

Background: Kartra is a leading all-in-one online marketing platform for small and medium-sized businesses.

ranking for keywords like “all-in-one marketing platform,” and their new content began to rank for hundreds of their target keywords. In just six months, keyword growth and impressions doubled quarter-over-quarter thanks to new content.

Lead Generation Assets

As part of the content funnel, Sitemap developed a series of lead magnets and downloadable resources for Kartra to use on its website and other platforms to generate qualified leads. These lead magnets followed the marketing strategy and were also used on critical articles that attracted significant organic traffic.

Conclusion

With the content strategy focused on its new vertical and a website with stronger technical SEO health, Kartra was able to capitalize on the new traffic and turn it into a consistent source of qualified leads.

Results Highlights

- Superb technical SEO health
- A long-lasting and impactful content strategy
- New and improved rankings for target keywords



In just 4 months, Kartra's articles and feature pages picked up hundreds of its target SaaS keywords