

BQE Increases Qualified Leads With SEO Content



Moving Beyond PPC

As a leading project management software, BQE came to Sitemap.io looking to add SEO content to its marketing mix, which was largely comprised of paid advertising. Their goal was to increase non-branded organic traffic for its core user groups with the objective of generating more qualified leads.

Content for a Targeted ICP

While companies in multiple industries used BQE's software, the brand's primary focus was on two core ICPs: mid-size to large engineering and architecture firms. Sitemap created concurrent content marketing funnels for each audience, mapping out a content strategy that covered all stages of their funnel.

Tackling Technical SEO Challenges

Sitemap worked with BQE's development and web team to implement a number of technical SEO fixes to help search engines crawl and index the website. This included re-doing the website's blog architecture and categorization and fixing performance issues related to speed and Core Web Vitals. We also helped ensure conversion and event tracking was set up correctly in BQE's Google Analytics 4 account.



About BQE

Website: www.bqe.com

Background: BQE is an all-in-one project management and billing software built specifically for architects and engineering firms.

SEO Results

The new content strategy was implemented with the BQE team almost immediately. Over the following 6 months, BQE saw an increase in organic traffic from Google (+21% clicks), organic impressions (126% increase in keyword visibility), and massive keyword growth (+196%).

More Qualified Leads from SEO

As part of the content funnel, Sitemap worked with BQE to implement several lead-generation assets that synced with their new organic content. When pieces of content were developed on a particular topic, Sitemap used software demos, trials, webinars, and e-books to drive people into BQE's email marketing funnel. The final result was a **35% increase** in software demo requests directly from organic traffic.

Conclusion

BQE continues to have success with its content today. The addition of SEO as a reliable acquisition strategy means their status as a premier project management tool continues to grow.

Results Highlights

- Improved technical SEO and tracking
- A **long-lasting** and impactful content strategy
- **21% (15,900 => 19,300)** growth in organic keyword clicks



By focusing the SEO strategy on a core ICP, BQE's organic content grew not only traffic but increased its qualified leads as well.