

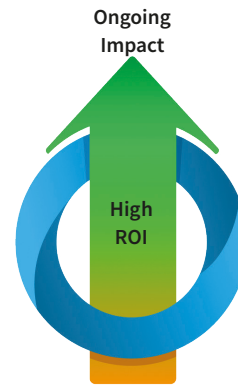
Rellify Case Study

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

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

Results

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

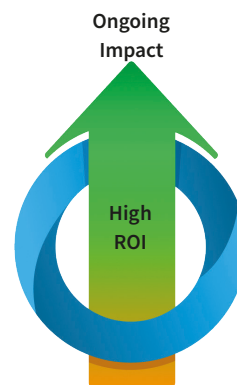
Rellify Case Study

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

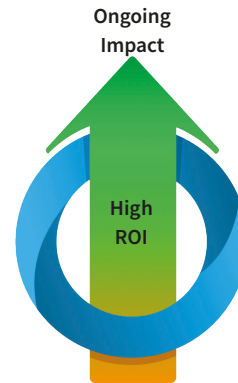
Rellify Case Study

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
- Brand awareness and organic traffic
- Leads
- Long-form articles, guides and whitepapers
- Images, data, charts
- Internal and external content promotion

Results

- Created net new organic traffic of 1,000+/month
- Improved SEO rankings for high-value search terms

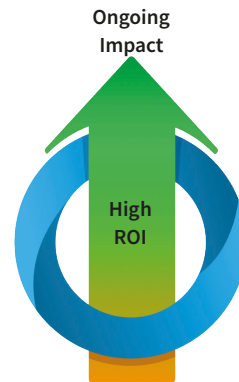
Rellify Case Study

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

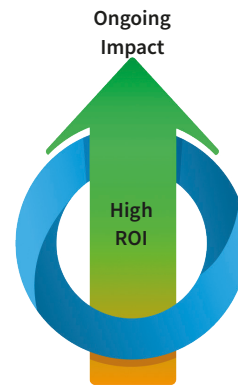
Rellify Case Study

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

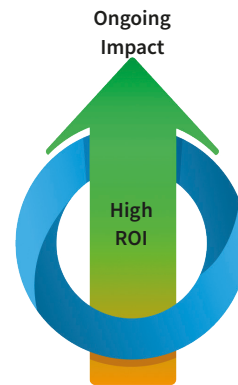
Rellify Case Study

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

- Lightbulb icon: Increase search visibility and ranking
- Lightbulb icon: Research market and competitors
- Lightbulb icon: Effectively identify and target appropriate audience
- Lightbulb icon: Site and content performance analysis
- Lightbulb icon: Data-driven strategic plan
- Lightbulb icon: Produce and monitor high-quality, high-value, optimized content that performs

Results

- Checkmark icon: 32% non-branded search impressions rise within three months
- Checkmark icon: 10 articles have been created and are growing in search impressions
- Checkmark icon: 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