



 **Direction**

Case Study:

**Better Content
Processes for an
SEO Agency**

INTRODUCTION

How ContentBacon **Improved** Direction's Content Quality and Efficiency



Process efficiency



Content Quality



SEO results &
content process

→ **Direction**



Key Metrics



44 Direction customers managed simultaneously



175+ pieces of content produced monthly



45 days ahead of target publish dates instead of a month behind



Significant increase in page 1 rankings for SEO content



PROFILE



Profile Details:

- **Role:** Marketing Manager
- **Company:** Direction
- **Industry:** SEO and Marketing
- **Service Focus:** SEO content and strategy





About Direction

Direction is an SEO Agency that **specializes** in optimizing online visibility, driving inbound leads, and elevating sales through tailored organic search engine optimization tools, strategies, and services. They collaborate with middle-stage and established companies who are eager for **improved success**. Their team of over 10 experts provides guidance on strategies for linking, keyword ranking, and competitive edge. Direction faced challenges with **content quality** and **production processes**, impacting their ability to deliver effective SEO content for their clients.



CHALLENGES



Severe quality issues with content, including plagiarism



Complicated content requests



Time-consuming process



Missed deadlines



Difficult revision process



Limited control of content production pipeline



Low visibility into content creation process



SOLUTION



Higher-quality written deliverables adhering to SEO requirements



Content showcasing Direction's brand style and voice



Simplified and efficient content request and review process



Reliable deadlines



Easy revision requests



Enhanced control of the content production pipeline



Increased visibility into the content creation process



RESULTS



Client Management:
Handled 44 Direction customers simultaneously



Content Volume:
Produced over 175 pieces of content monthly



Publishing Schedule:
Improved from being 1 month behind target publish dates to being 45 days ahead



Page 1 Rankings:
Significant improvement in page 1 rankings for SEO content



Higher Client Satisfaction:
Strong, well-researched, and polished content, resulting in positive feedback



Seamless Content Process:
Ordering, reviewing, and approving content became easy and effective



Improved Efficiency:
No need for rewriting content before posting; more efficient process



Quality and Compliance:
Consistent high-quality content that complied with changing SEO requirements

TESTIMONIALS

“The content quality was solid. We rarely had feedback, and our clients loved the pieces they were receiving. ContentBacon made the content process seamless and effective.”

- Leona, Senior SEO Expert,
Direction



Ready for results like these?

ContentBacon specializes in helping agencies like yours. With us, you'll get a full-time content creation team without the hassle of building your own.



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