

# SwiftLink

**A proprietary, data-led tool that ensures creative teams prioritise projects destined to earn maximum traction and build links for SEO**



## The challenge

Maximising content marketing efficiency for SEO is a challenge:

- Content marketers are only human and will naturally tend to favour those projects that are most interesting or most comfortable
- Ordinarily, there is no objective way to prioritise those project ideas through knowing that any particular idea will gain traction and build SEO value faster than another idea, or at a faster rate than competitors

How can you stop your creative team spending time on projects that won't gain traction or build value for SEO, and instead identify those that will produce maximum benefit?



## The solution

*SwiftLink* connects social data with external link data to evaluate an audience's Tendency to Link (TTL), which we combine with the more common Tendency to Share (TTS) metric (available through third-party tools) to determine a compound metric: Tendency to Engage (TTE), mapped back to target keyphrase terms and existing content.

Knowing this in advance allows objective prioritisation of projects, maximising content marketing efficiency for SEO and ensuring your content builds value at a faster rate than your competitors'.



## Benefits

- Develop and promote your content to gain highly relevant links and algorithmically recognised engagement from a diverse range of authoritative domains via valuable and engaged audiences, at a faster rate than your competitors
- Make your creative decision-making data-led - essentially, activating the entirety of your marketing activity in service of online performance
- *As an inbound SEO qualification tool:* prioritise inbound creative projects based on their SEO impact from inception. Eliminate time wasted on concepts with little engagement potential
- *For data-led audience assessment:* identify audiences with positive shareability and linkability for strategically important keyphrases. Safeguard campaign success and strong SEO performance while targeting the best-suited audience cohort influencers
- By segmenting the underlying success data from individual content ideas, seamlessly merge activity with internal teams or third-party PR agency activity
- Set clear, measurable targets and integrate these with a wider set of objectives driving your SEO campaign performance, all with the advantage of fully understanding the context to your inbound state of play
- Highlight key influencers and devise a content communication plan for the outreach planner, used with the final content project
- Audit backlinks to establish competitive intelligence priorities for managing backlink profile penalty risk
- Maintain and develop your backlink profile, and integrate inbound projects with content and outbound initiatives



## Outcomes

**UK retailer:** within six months, QC effected a 21% increase in #1 rankings for the top 200 margin products, driving an incremental £19.5 million organic revenue year on year



**Temperley London:** QC made changes resulting in a 20% increase in organic rankings, and a reduction in first-touch landing page bounce rate by 95%. This drove a 100% improvement in organic revenue year on year through improved generic SERP rankings