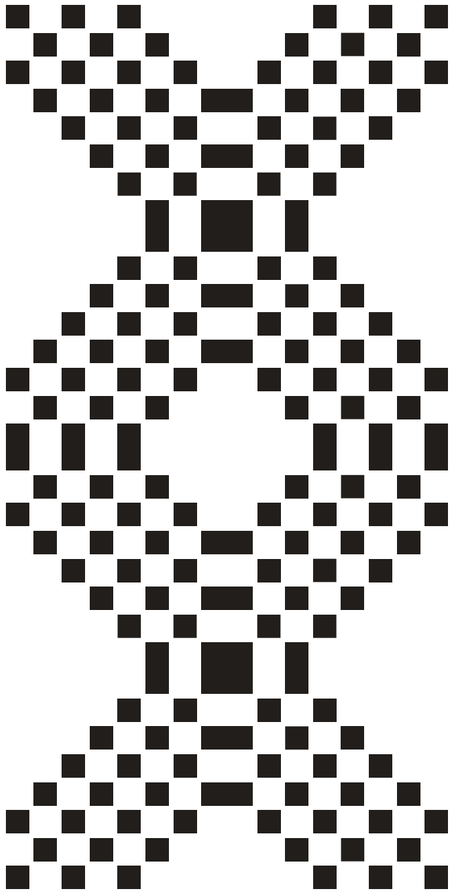
Boosting SEO with Guest Blogging

A Case Study on Link-Building & Content Strategy

By

Keith Quinney

SevenAtoms
Attract Customers, Grow Your Business



Campaign

To establish myself as an authority in the marketing space and enhance the SEO performance of my website, I implemented a strategic guest posting campaign. My goal was to:

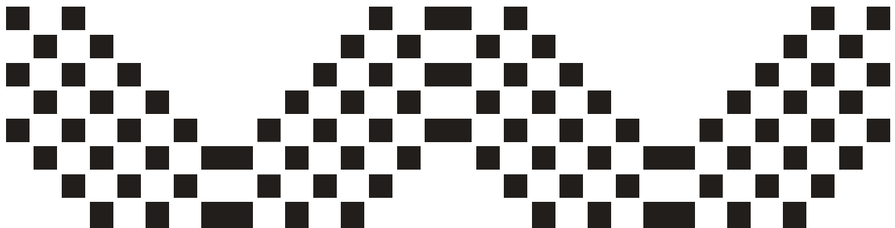
- Strengthen my personal brand credibility in the SaaS marketing niche.
- Improve domain rating and organic search rankings through high-quality backlinks.
- Provide valuable, SEO-optimized content for a well established industry publication.

For this campaign, I collaborated with Seven Atoms, a well-regarded digital marketing agency with a high domain authority and a strong industry presence. The guest post targeted SaaS professionals looking to build and optimize their marketing funnels effectively.

Market Assessment

Guest posting was chosen as the primary strategy due to its ability to:

- Secure high-authority backlinks from a well-established digital marketing site.
- Expand my content reach to an engaged, relevant audience.
- Position myself as a trusted voice in SaaS marketing.

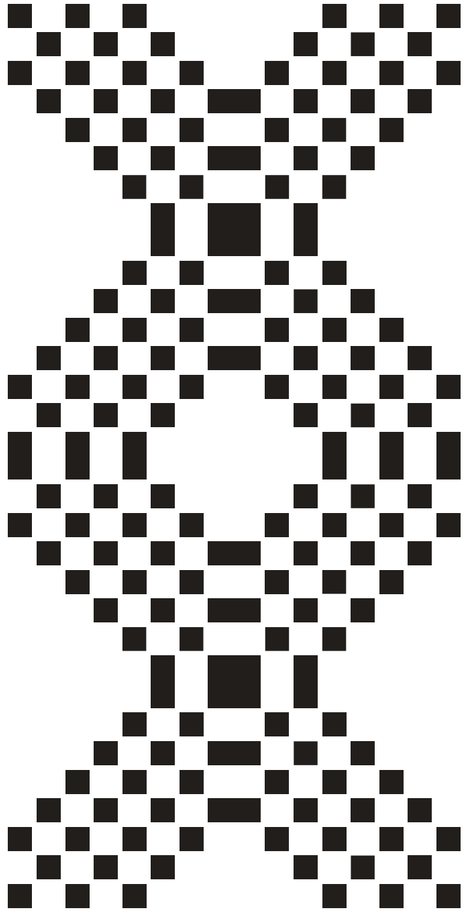


Challenges Addressed

Before the campaign, two major challenges hindered my website’s performance:

- Low Organic Traffic – Limited visibility in search rankings made it difficult to attract the right audience.
- Low Domain Authority – A new blog with a Domain Rating (DR) of 5, meaning it needed credible backlinks to grow authority and rank higher in search engines.

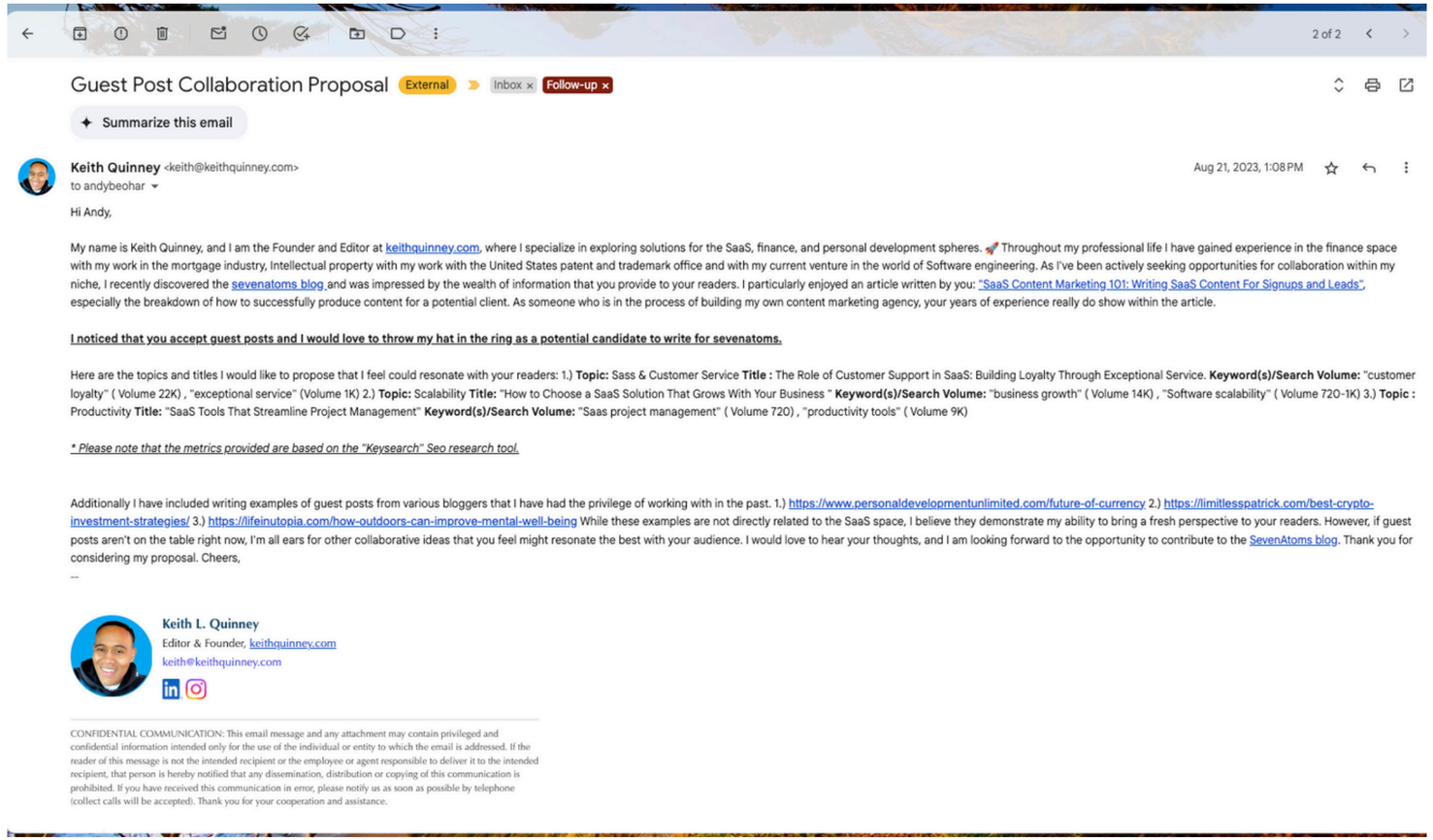
By guest posting on Seven Atoms, I could leverage their established audience while simultaneously improving my own site's credibility.



Strategy & Execution

Step 1: Outreach & Collaboration

Before content creation, I conducted strategic email outreach to Seven Atoms' Editor-in-Chief, proposing a high-value guest post tailored to their audience. The collaboration involved:



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Guest Post Collaboration Proposal External Inbox × Follow-up ×

Summarize this email

Keith Quinney <keith@keithquinney.com>
to andybeohar

Aug 21, 2023, 1:08 PM

Hi Andy,

My name is Keith Quinney, and I am the Founder and Editor at keithquinney.com, where I specialize in exploring solutions for the SaaS, finance, and personal development spheres. 🚀 Throughout my professional life I have gained experience in the finance space with my work in the mortgage industry, Intellectual property with my work with the United States patent and trademark office and with my current venture in the world of Software engineering. As I've been actively seeking opportunities for collaboration within my niche, I recently discovered the sevenatoms blog and was impressed by the wealth of information that you provide to your readers. I particularly enjoyed an article written by you: "SaaS Content Marketing 101: Writing SaaS Content For Signups and Leads", especially the breakdown of how to successfully produce content for a potential client. As someone who is in the process of building my own content marketing agency, your years of experience really do show within the article.

I noticed that you accept guest posts and I would love to throw my hat in the ring as a potential candidate to write for sevenatoms.

Here are the topics and titles I would like to propose that I feel could resonate with your readers: 1.) **Topic:** Sass & Customer Service **Title :** The Role of Customer Support in SaaS: Building Loyalty Through Exceptional Service. **Keyword(s)/Search Volume:** "customer loyalty" (Volume 22K) , "exceptional service" (Volume 1K) 2.) **Topic:** Scalability **Title:** "How to Choose a SaaS Solution That Grows With Your Business " **Keyword(s)/Search Volume:** "business growth" (Volume 14K) , "Software scalability" (Volume 720-1K) 3.) **Topic :** Productivity **Title:** "SaaS Tools That Streamline Project Management" **Keyword(s)/Search Volume:** "Saas project management" (Volume 720) , "productivity tools" (Volume 9K)

** Please note that the metrics provided are based on the "Keysearch" Seo research tool.*

Additionally I have included writing examples of guest posts from various bloggers that I have had the privilege of working with in the past. 1.) https://www.personaldevelopmentunlimited.com/future-of-currency 2.) https://limitlesspatrick.com/best-crypto-investment-strategies/ 3.) https://lifeinutopia.com/how-outdoors-can-improve-mental-well-being While these examples are not directly related to the SaaS space, I believe they demonstrate my ability to bring a fresh perspective to your readers. However, if guest posts aren't on the table right now, I'm all ears for other collaborative ideas that you feel might resonate the best with your audience. I would love to hear your thoughts, and I am looking forward to the opportunity to contribute to the SevenAtoms blog. Thank you for considering my proposal. Cheers,

--

Keith L. Quinney
Editor & Founder, keithquinney.com
keith@keithquinney.com

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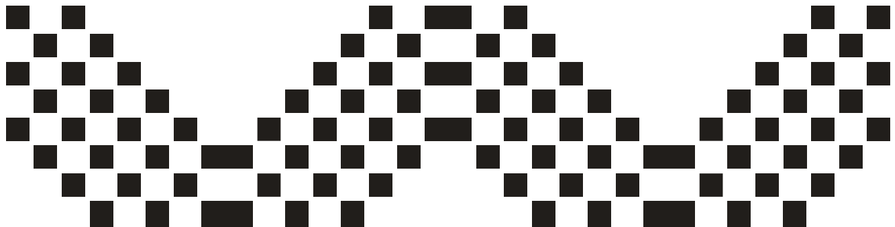
- Personalized email outreach – Highlighted the mutual benefit of publishing high-quality content.
- Content coordination & revisions – Worked closely with the editorial team to refine the post.
- Effective communication & teamwork – Maintained ongoing collaboration to ensure the content aligned with their audience's needs.

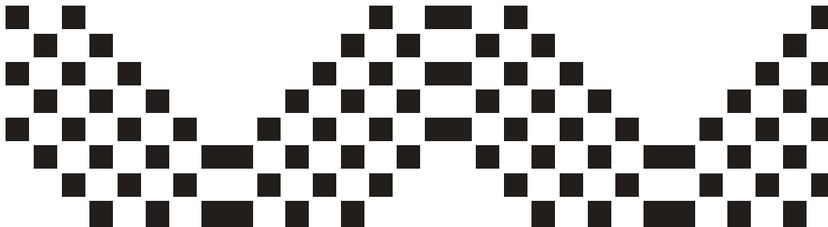
This outreach-first approach helped establish a professional relationship, ensuring smoother content approval and publication.

Step 2: Content Strategy & Topic Selection

To ensure maximum impact, I selected the topic “How to Build and Optimize a SaaS Marketing Funnel” based on:

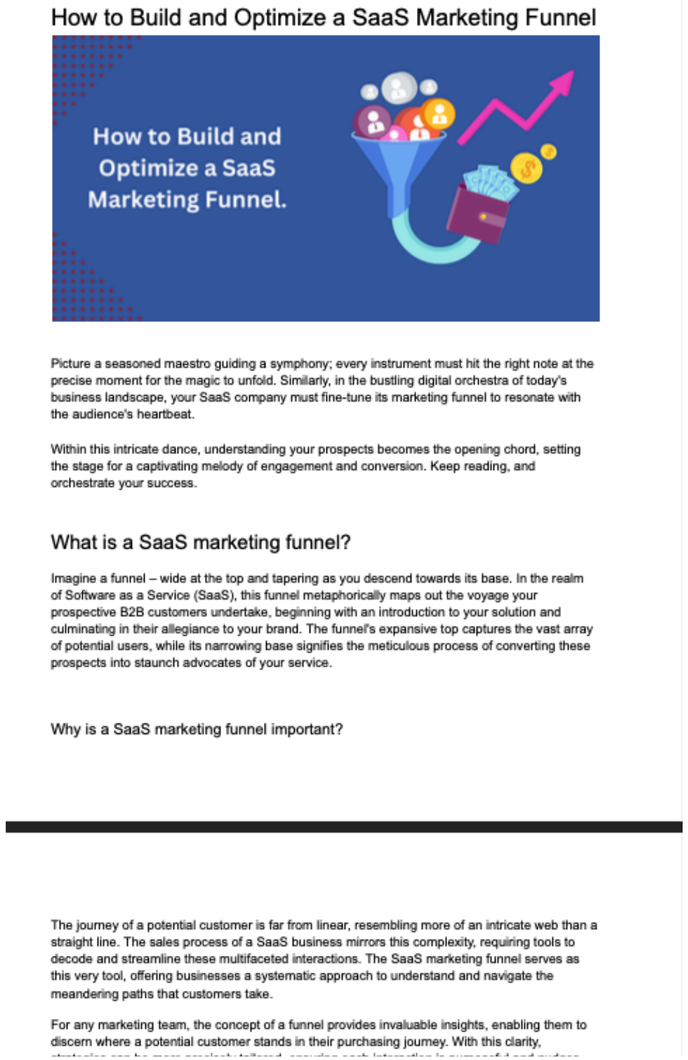
- Keyword research using Ahrefs – Identified high-value search terms aligned with industry demand.
- Relevance to Seven Atoms’ audience – Focused on SaaS professionals looking for actionable marketing strategies.
- Competitive analysis – Ensured the topic had high search potential but was not oversaturated.





Step 3: SEO-Optimized Writing & Structure

The blog post was meticulously crafted to be both engaging and optimized for search engines. Key SEO techniques included:



How to Build and Optimize a SaaS Marketing Funnel

Picture a seasoned maestro guiding a symphony; every instrument must hit the right note at the precise moment for the magic to unfold. Similarly, in the bustling digital orchestra of today's business landscape, your SaaS company must fine-tune its marketing funnel to resonate with the audience's heartbeat.

Within this intricate dance, understanding your prospects becomes the opening chord, setting the stage for a captivating melody of engagement and conversion. Keep reading, and orchestrate your success.

What is a SaaS marketing funnel?

Imagine a funnel – wide at the top and tapering as you descend towards its base. In the realm of Software as a Service (SaaS), this funnel metaphorically maps out the voyage your prospective B2B customers undertake, beginning with an introduction to your solution and culminating in their allegiance to your brand. The funnel's expansive top captures the vast array of potential users, while its narrowing base signifies the meticulous process of converting these prospects into staunch advocates of your service.

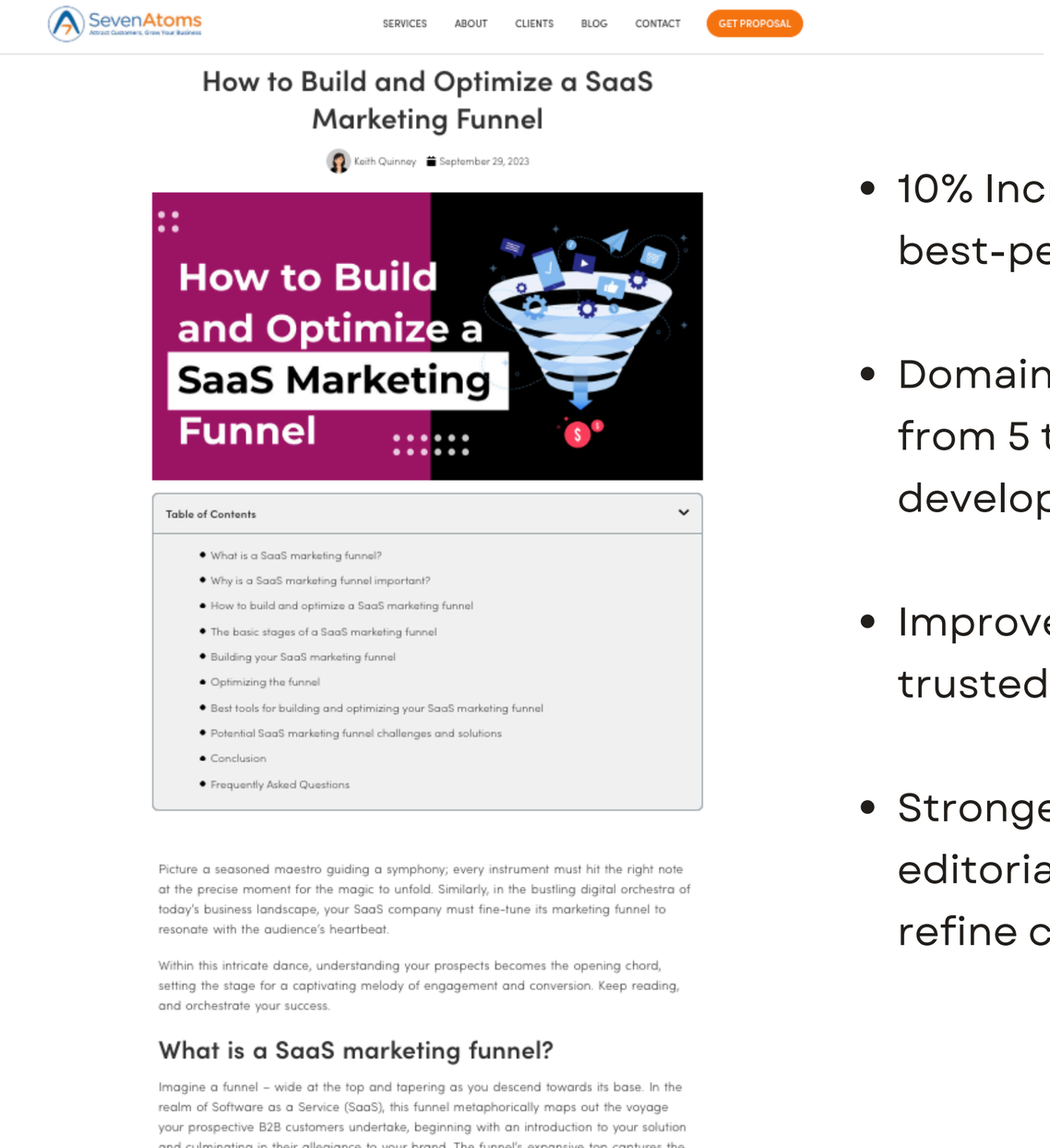
Why is a SaaS marketing funnel important?

The journey of a potential customer is far from linear, resembling more of an intricate web than a straight line. The sales process of a SaaS business mirrors this complexity, requiring tools to decode and streamline these multifaceted interactions. The SaaS marketing funnel serves as this very tool, offering businesses a systematic approach to understand and navigate the meandering paths that customers take.

For any marketing team, the concept of a funnel provides invaluable insights, enabling them to discern where a potential customer stands in their purchasing journey. With this clarity,

- Keyword Optimization – Naturally integrated high-intent keywords throughout the content.
- Internal & External Linking – Strengthened on-page SEO by linking to relevant articles within Seven Atoms’ blog.
- Meta Description & Headings – Created an SEO-friendly meta description and structured headings (H1, H2, H3) to improve readability and rankings.

Results & Impact



- 10% Increase in Traffic – The guest post became one of Seven Atoms' best-performing articles, driving sustained traffic to their blog.
- Domain Rating Growth – My website's Domain Rating (DR) improved from 5 to 10, a significant boost in the early stages of SEO development.
- Improved Industry Visibility – The collaboration positioned me as a trusted SaaS marketing expert, helping build long-term credibility.
- Stronger Communication & Teamwork Skills – Working closely with the editorial team improved my ability to collaborate, negotiate, and refine content for maximum impact.

Key Takeaways & Learnings

HIGH-QUALITY CONTENT DRIVES BACKLINKS	STRATEGIC OUTREACH IS ESSENTIAL	SEO & COPYWRITING WORK TOGETHER	AUTHORITY BUILDING IS A LONG-TERM PROCESS
• A well-researched, engaging, and valuable blog post is key to securing natural, high-authority backlinks	• Building relationships with industry-leading sites opens doors for long-term content collaborations.	• Optimizing content for search engines and readers ensures higher rankings and sustained engagement.	• A single high-value guest post laid the foundation for continued SEO growth and industry recognition.

Conclusion

This case study demonstrates my expertise in:



SEO-driven content creation

Crafting high-ranking blog posts tailored to industry demand.

Effective link-building

Securing high-authority backlinks through targeted guest posting.

Strategic email outreach & collaboration

Successfully pitching and partnering with top industry websites.