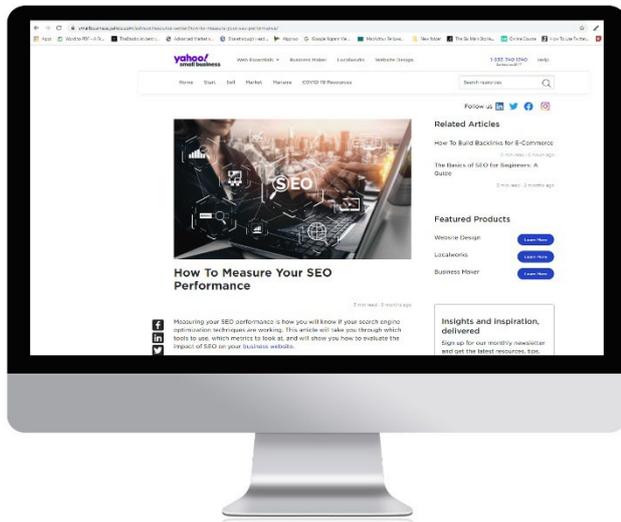


CASE STUDY



Yahoo Small Business

YSB, owned by Verizon Media, offers web essentials, business services, website design, development, and hosting to small business customers globally. The Yahoo Small Business blog gives entrepreneurs advice on how to successfully run a small business.

[Smallbusiness.yahoo.com/](https://smallbusiness.yahoo.com/)

Challenge

Yahoo Small Business wanted to attract organic traffic, grow their readership, and ultimately build authority in the small business space. They wanted to be the go-to company for small biz services.

Ranking content in this highly competitive space was a challenge, and the quality of their posts wasn't having much of an impact. I was hired for a 1-year contract to ghostauthor the blog and find creative ways to optimize, boost and rank engaging content.

Solution

- ✓ Create and implement an effective SEO strategy to start ranking organic blog posts
- ✓ Create original blog videos to add to the blogs to boost SEO (from scratch not using AI)
- ✓ Convert blog posts into high value downloadable guides for small business owners
- ✓ Post blogs daily to improve content consistency across the site

CASE STUDY



Results

- ✓ Many of the posts ranked better than their core site pages
- ✓ A steady incremental increase in organic traffic across the blog
- ✓ Increase in video views and guide downloads
- ✓ Successfully improved organic traffic, unique visitors, and new users

Optimized posts

The screenshot shows a web browser displaying a Yahoo! Small Business article. The browser's address bar shows the URL: smallbusiness.yahoo.com/advisor/resource-center/how-to-measure-your-seo-performance/. The page features a navigation menu with links for Home, Start, Sell, Market, Manage, and COVID-19 Resources. A search bar is located in the top right. Below the navigation, there are social media icons for LinkedIn, Twitter, Facebook, and Instagram. The main content area includes a large image of a person's hands typing on a laptop keyboard with various digital icons overlaid, including a magnifying glass and the letters 'SEO'. The article title is 'How To Measure Your SEO Performance', with a sub-headline 'Measuring your SEO performance is how you will know if your search engine optimization techniques are working. This article will take you through which tools to use, which metrics to look at, and will show you how to evaluate the impact of SEO on your business website.' The article is dated '5 min read · 6 months ago'. To the right of the article, there are sections for 'Related Articles' (including 'How To Build Backlinks for E-Commerce' and 'The Basics of SEO for Beginners: A Guide'), 'Featured Products' (Website Design, Localworks, Business Maker), and a 'Sign up for our monthly newsletter' box.

Note: YSB is now Verizon: <https://www.verizon.com/business/small-business-essentials/resources>

CASE STUDY



Blog posts with custom video



8 Quick Ways to Get More Website Traffic than Last Year

Once an entrepreneur is fully orientated on what, where, and how – the next step in the series delves deeper into the nuts-and-bolts tactics that prompt explosions of traffic for a website.

This video outlines the article – for a more comprehensive read [click here](#).



Sometimes a business owner will want to cause a spike in website traffic, whether it's for a sale, a promotion or to push a new product. With a strong SEO structure, these tactics will ensure that scale is a tool in your belt, and not a distant goal.

The 8 tips involve investing in professional branding, using video to personalize marketing messages, and doubling-down on SEO content. From there regular content updates, internal link building, and mobile-first thinking will be like rocket-fuel for whatever marketing campaign you run.

CASE STUDY



Custom designed infographics

Infographic | Your First Small Business Website Design

2 min read · 8 months ago



YOUR FIRST SMALL BUSINESS WEBSITE DESIGN

- MOBILE-FRIENDLY**
 - 80% of smartphone users are more likely to buy from companies whose mobile sites help them find answers to their questions
- CONSISTENT BRANDING**
 - 94% of people will judge you based on your web design choices
- EASY NAVIGATION**
 - 37% of people say that poor experience with site navigation makes them leave
- OPTIMIZE ABOVE-THE-FOLD**
 - 80% of people only read headlines, so make yours count and optimize your above-the-fold space
- ORIGINAL IMAGES**
 - There is a 35% conversion boost when an original founder's image is used over a stock image
- VISIBLE CONTACT**
 - 51% of people think thorough contact info is missing from many company sites
- OPTIMIZED TEXT**
 - Optimize your copy for the search engines and to convert your potential customer
- CONTENT DIVERSITY**
 - By 2022, online videos alone will make up 82% of consumer internet traffic
- STRONG CTA'S**
 - 90% of users who read your headline also read your CTA
- TRUST SIGNALS**
 - Testimonials can help you generate 62% more revenue each time a customer visits your site

yahoo! small business

Insights and inspiration, delivered

Sign up for our monthly newsletter and get the latest resources, tips, and news from Yahoo Small Business.

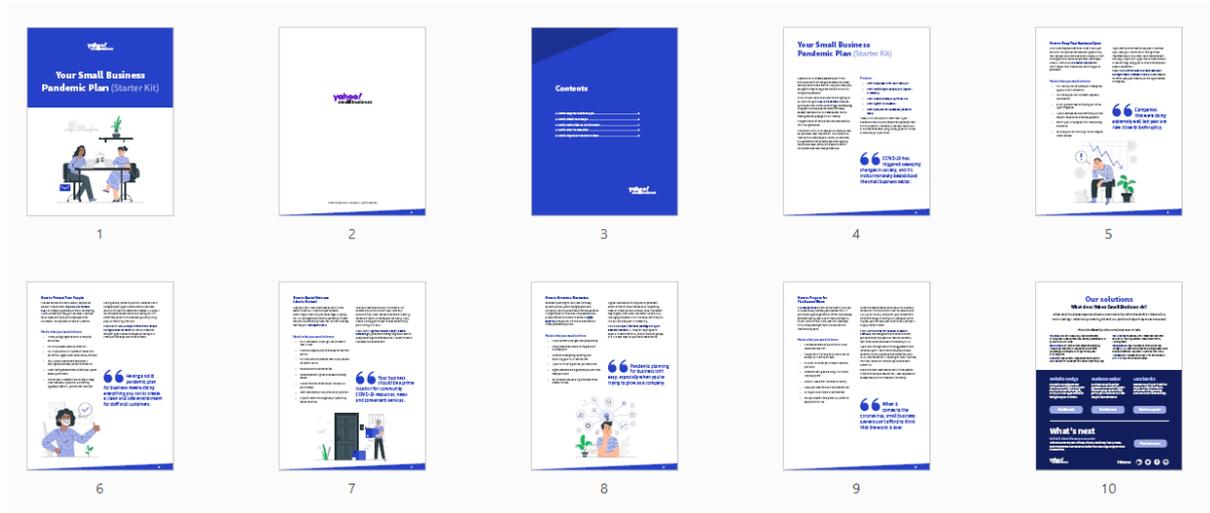
Subscribe

By clicking "Subscribe" I understand that Yahoo Small Business may send me marketing and promotional material and I also agree to the Yahoo Small Business Privacy Policy, CCPA and TOS.

CASE STUDY



Guides



Client Feedback

"Carla was a delight to work with and her insights were always very valuable. She was able to effectively work with the underlying goal of the project and evolve it by crafting pillar articles, videos, and even creating thought-out article campaigns. She not only worked on the immediate task but considered the overall SEO as well. She was very easy to work with and provided valuable results! I look forward to working with her again in the future."



**Jessica Reeves, Product Marketing Specialist,
Yahoo Small Business, Verizon Media**