

## Case Study: Full-Funnel SEO & Content System for Teejaytrue.com

**Role:** Brand Marketing Manager

**Duration:** Q4 2020

**Tools:** WordPress, Google Analytics, Google Search Console, Canva, Mailchimp, HubSpot CRM, Facebook/Instagram, Tailwind, Pinterest, YouTube

---

### Challenge

Teejaytrue.com needed a scalable, SEO-optimized content system to drive organic traffic and grow a loyal subscriber base. With limited resources and no formal SEO infrastructure, the goal was to build a high-converting content funnel from scratch.

---

**Strategy** - Developed blog series on personal finance, digital income, and wealth-building topics. - Executed technical SEO across all content (meta tags, headers, internal linking). - Designed full-funnel flow: Top-of-Funnel blog > Mid-Funnel offers > Bottom-of-Funnel email capture. - Amplified content using social media posts, Pinterest, and YouTube videos. - Installed UTM tracking and used Google Analytics for traffic segmentation.

---

**Results (6 Weeks Snapshot)** - **3,800+ new users** with **80% sourced from organic social + blog content** - **Top-performing blog post:** 3,400+ views in 4 weeks - **Avg. engagement time:** 4m 28s (from returning users) - **Bounce rate reduced** via content structure and homepage optimization - Built repeatable attribution and behavioral tracking model

---

**Outcome** Launched a functional content system that drove measurable growth, clarified content strategy through analytics, and created SEO and social structures still in use today. Successfully positioned Teejaytrue.com as a growing thought leader in lifestyle entrepreneurship.