

Case Study: Blog & Full-Funnel SEO

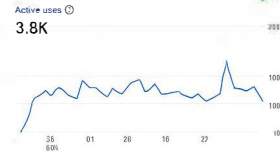
Brand Marketing Manager Teejaytrue.com, Q4–2020 Snapshot

What I Did

Full-Funnel Strategy Implemented

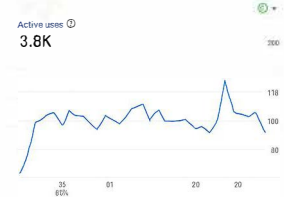
1. Blog development around personal finance, wealth-building, and digital income topics
2. SEO optimization on blog and landing pages (meta tags, headers, internal linking)
3. Social media amplification via organic posts tied to each blog asset
4. Traffic segmentation using Google Analytics tracking, UTMs, and source attribution
5. Conversion funnel design tied to the content journey (Top-of-Funnel blog > Middle-of-Funnel offers > Bottom-of-Funnel email/subscription)

Tools used: Google Analytics (UA), Wordpress, Canva /Mallchimp, HubSot. CRM. Facebook/IG Organic, Tailwind, Pinterest, Youtube, Google Search Console



Engagement Insights

Returning users	435
Avg. session duration: 43 s	43 s
Avg. engagement time	1m 37s
Organic Search	1m 07s
Direct	4m 2s
Referral	4m 28s
Unassigned	0%



Performance Highlights (Oct–Dec 2020)

Overall Performance

Overall Performance

ACTIVE USERS	NEW USERS	3.8K
Active users		
New users	100%	
Organic social	1500	

Top-Performing Blog Post

Make \$100,000 from reading = 3.304views (3,400 views)

"Make {100.000 from Reading}"; gen 3.340 views

Geo Data

Top Country	U.S. (U.S.)
• Top users USA, India South Africa	
• Top Cities	Top Cities
Boston; New York	Boston, New York
Houston, Nairobi	Houston, Nairobi

Takeaway

Built and executed a full-funnel content strategy that drove 3.8K new users in ~6 weeks, with 80% of traffic sourced from organic social and blog content. Top-performing post generated 3.4K views. Implemented source attribution, behavioral tracking, and optimized for SEO and social distribution. Used insights to shape future content and email capture flows.