



Case Study

How monday.com increased blog traffic 1,570% in 3 months.

✦✦ MarketMuse

Summary

The challenge...

monday.com was using traditional keyword research and paid search data to identify and validate content ideas.

The content and SEO team wanted to improve search rankings on high intent keywords and gain more organic traffic to reduce paid search spend.

The solution...

They brought premium content agency Codeless and MarketMuse onboard to speed up their publication cadence and improve content quality.

MarketMuse's applications gave Codeless and monday.com's content teams confidence that their articles were optimized for search before publication.

The results

+500

articles in 5 months

25 pos.

average rank improvement

1,570%

organic blog traffic in 3 months

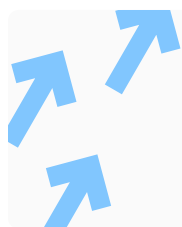
10 out of 100 posts on [page 1 of Google](#) for their focus topic

The Company

monday.com is a complete platform for work that enables any team – from marketing and sales to HR and IT – to manage their projects and tasks.

With such a diverse array of potential users, monday.com needed to craft a content strategy that allowed them to build content-driven customer journeys for several different target audiences. That meant planning and executing on a high volume of content in a relatively short period of time.

That's why monday.com decided to scale up its content efforts using a premium content agency armed with MarketMuse's AI.



Learn how they dramatically increased their publication cadence without sacrificing quality and saw a [1,570% increase in organic search traffic](#).

The Challenge

Before the SEO and content team at monday.com ramped up its content efforts, most of the company's customer acquisition efforts came via paid traffic. While this was effective, they wanted to have a more consistent way to bring qualified traffic to the site without relying on paid search.

At first, the team was leaning on traditional keyword research processes and paid search data to identify keywords to target with content. The SEO team would create content briefs for monday.com's team of freelance writers, who would produce the most of the content.

“Before working with Codeless and MarketMuse, we chose our blog posts based on different high-traffic keywords we wanted to target,” Zoe Dayan, monday.com’s Content Marketing Manager said. “Then, we created SEO briefs we generated using an internal SEO tool and Ahrefs.”

To gain traction in such a competitive space, however, monday.com’s content team knew it had to do two things:

Dramatically increase its publication cadence for new posts without losing quality.
Optimize existing content to improve ranking and continues to bring in traffic.

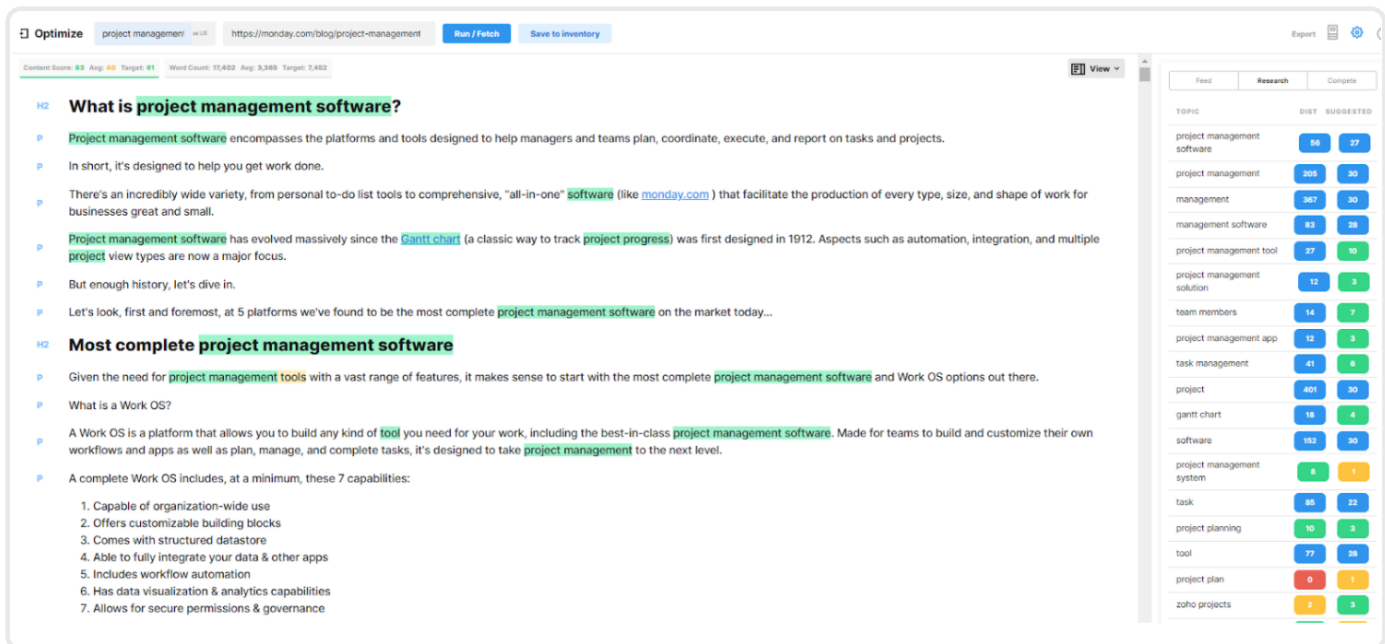
That’s where they brought in Codeless, a premium content agency. Codeless had the processes and infrastructure to produce 100 high-quality articles per month in pursuit of monday.com’s goal of higher rankings and more traffic.

The Solution: Bring Confidence Into The Writing Process With MarketMuse

To produce quality content at the scale monday.com needed, Codeless built a process that would allow them to research, plan, produce, and publish content without requiring its editors to be directly involved with every single task.

By hiring strong writers, building a process to make them self-sufficient, and using MarketMuse’s AI to handle as much of the heavy lifting as possible, Codeless was able to hit monday.com’s goal of publishing 100 pieces of content per month.

But before a single piece of content reached the monday.com team, Codeless used MarketMuse to ensure each one was comprehensive and optimized for search.



Optimize project management <https://monday.com/blog/project-management> [Run / Fetch](#) [Save to inventory](#)

Content Score: 83 Avg: 40 Target: 81 Word Count: 12,452 Avg: 3,368 Target: 7,452 [View](#)

H2 What is project management software?

P Project management software encompasses the platforms and tools designed to help managers and teams plan, coordinate, execute, and report on tasks and projects.

P In short, it's designed to help you get work done.

P There's an incredibly wide variety, from personal to-do list tools to comprehensive, "all-in-one" software (like monday.com) that facilitate the production of every type, size, and shape of work for businesses great and small.

P Project management software has evolved massively since the [Gantt chart](#) (a classic way to track project progress) was first designed in 1912. Aspects such as automation, integration, and multiple project view types are now a major focus.

P But enough history, let's dive in.

P Let's look, first and foremost, at 5 platforms we've found to be the most complete project management software on the market today...

H2 Most complete project management software

P Given the need for project management tools with a vast range of features, it makes sense to start with the most complete project management software and Work OS options out there.

P What is a Work OS?

P A Work OS is a platform that allows you to build any kind of tool you need for your work, including the best-in-class project management software. Made for teams to build and customize their own workflows and apps as well as plan, manage, and complete tasks, it's designed to take project management to the next level.

P A complete Work OS includes, at a minimum, these 7 capabilities:

1. Capable of organization-wide use
2. Offers customizable building blocks
3. Comes with structured datastore
4. Able to fully integrate your data & other apps
5. Includes workflow automation
6. Has data visualization & analytics capabilities
7. Allows for secure permissions & governance

Topic	Dist	Suggested
project management software	56	27
project management	805	30
management	307	30
management software	83	29
project management tool	27	10
project management solution	12	3
team members	14	7
project management app	12	3
task management	41	6
project	401	30
gantt chart	18	4
software	182	30
project management system	8	1
task	85	22
project planning	10	3
tool	77	28
project plan	0	1
zoho projects	2	3

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“We have a checklist for each phase of the process. Our writers use MarketMuse to help them as they write, and also to check their work before they submit their drafts. All long-form content has to exceed the MarketMuse Target Content Score to be accepted.”



James Scherer, Director of Editorial



The best part for monday.com and Codeless?

They could publish faster and more confidently, knowing that the content was scored objectively with MarketMuse's Content Score.

More Content, More Results

monday.com was able to meet its goals in a short time thanks to Codeless' processes, quality of work, and MarketMuse's quality metrics.

The ability to publish new content and see results faster, while being able to easily optimize existing content, turned monday.com's blog into a growth engine.

"We managed to get 10 out of 100 posts on page 1. On average, each keyword we were tracking went up by 25 positions on Google. Overall, organic traffic from Google to our blog increased by 1,570% in 3 months."



Zoe Dayan, Content Marketing Manager



monday.com isn't just dominating on long-tail keywords either. Their increased cadence and quality has helped them rank highly for some of the most competitive topics out there.

"We did this large piece on "project management software" towards the end of November 2020. It's about 25,000 words and has been around bottom page 1, top page 2 since launch," James said. "We also have a Content Score over 80 vs. the competition, which is in the 40s."

Publish better every time.

Let us show you how MarketMuse helps
thousands of content teams turn
content into a growth channel.

[Get Started Now](#)

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