



DIGITAL CONTENT
ADROIT PORTFOLIO

STRATEGY & CREATION

OVERVIEW



Adroit works closely with marketing teams to oversee content strategies. This can mean creating the strategy and writing the content, or just overseeing the strategy, scoping out the necessary content, selecting the keywords, and ensuring the quality of the work delivered.

Whether you have your own in-house content team, a content-specific agency, or you need someone to write for you, Adroit can help!

HOW WE WORK



CLIENT TESTIMONIAL



“What sold us [on Adroit] was the **attention to detail** and **commitment to our team** as we launched a new brand. Adroit truly feels like an extension of our marketing team. Darren and Todd helped us launch an entirely new brand to an entirely new audience, from initial strategy to execution on both PPC and SEO efforts.

...

With Adroits help, we've **improved site traffic** and **conversions** and **weathered Google algorithm updates**.

Adroit acts an extension of your team. Helping set strategy and goals and executing on that strategy with you.”

Daniel Saunders,
Director of Growth & Performance Marketing
SWIPECLOCK

NEW CONTENT RESULTS



OBJECTIVE

Our client had been hit hard by a Google algorithm update, decimating their overall organic traffic. They needed to quickly add a considerable amount of quality content to begin regaining some of their lost traffic.

RESULTS

Adroit oversaw the strategy and creation of new pages that almost immediately increased relevant organic traffic.

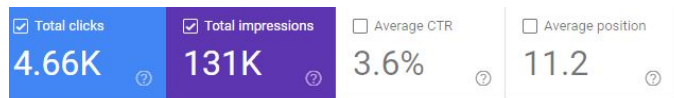
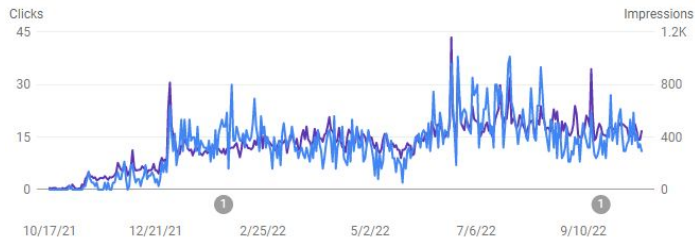


Chart totals and table results might be partial when filters are applied. [Learn more](#)



C-SECTION SHELF

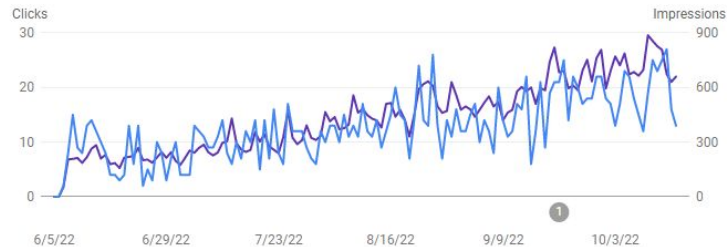
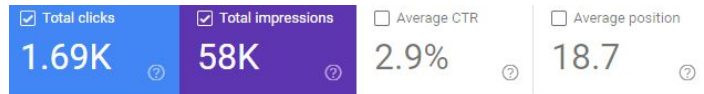


[Live Page Here](#)

HYPERTONIC PELVIC FLOOR



These additional site pages immediately helped to mitigate the lost rankings, and rebuild the overall site value.



[Live Page Here](#)

OBJECTIVE

Our client wanted to utilize their in-house AI to generate a massive amount of pages at once. Conventional SEO wisdom advises against this, but at Adroit we have experience with overseeing these massive projects without incurring penalties.

RESULTS

The results of this project have been overwhelmingly positive. By ensuring a high quality of content, we were able to help our client capture nearly 300k searchers in about 6 months.

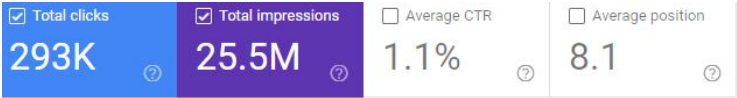
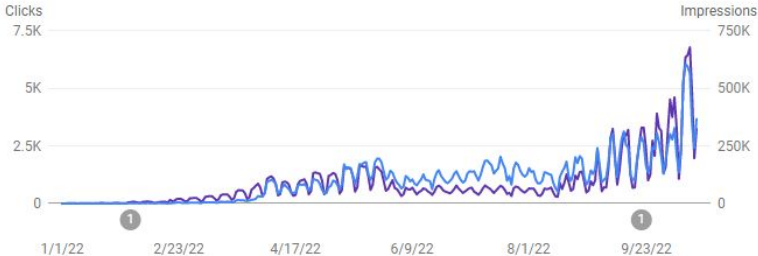


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MATH QUESTIONS AI-GENERATED CONTENT



MOBILE VERTICAL GROW RACK

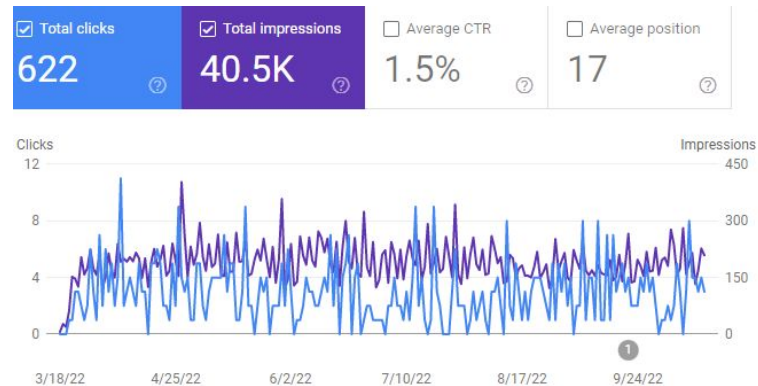


OBJECTIVE

Our client needed more core pages on their site that clearly explained what their service is and how it benefits cannabis growers.

RESULTS

We were able to create content that not only helped educate traffic already on the site, but also drive a considerable amount of highly-qualified users to a relevant page.



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MARKETING FOR ADROIT



BUILDING FROM SCRATCH



When Adroit first started in Q2 2021, we were referral-only. As we began to grow and expand our operations, the need for an agency with an SEO emphasis to have strong SEO value increased dramatically. We had to prove that we didn't just understand the theory of SEO, but could also execute a strategy with strong results.

But creating organic traffic out of thin air can be a difficult process, especially when the competition is other agencies who also provide SEO.

Creative strategies were necessary to get a foot in the door of a crowded space.

CREATE AN ABUNDANCE

By creating site pages for every service Adroit offers, we could not only provide content for prospective clients, but also begin the slow process of having our site indexed and evaluated. These pages were typically 250-500 words.

MONITOR TOP PERFORMERS

Before long, some of these simple pages were beginning to rank. While they may have only been on page 7 or 8 of the search results, it still showed an indication of a lack of competition around those topics.

IMPROVE CONTENT

By improving the content on the emerging top performers, Adroit was able to quickly gain traction in less crowded niches of the digital marketing space

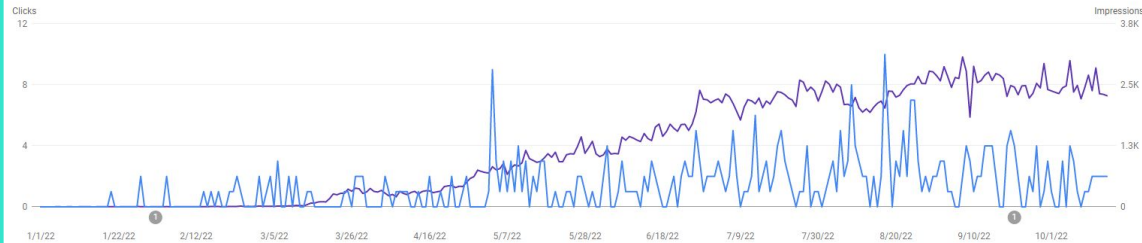
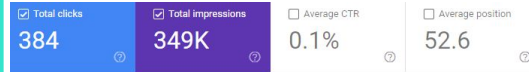
ADROIT'S SELF-SERVE STRATEGY



TOP CONTENT

Top Pages Driving Organic Traffic

- White Hat Link Building
- Boutique Marketing Agency
- SaaS SEO Agency
- Digital Marketing for Education
- White Label Marketing
- Influencer Marketing
- Startup Marketing Agency



PILLAR BLOGS



PILLAR BLOG [CONTINUED]

For this client, Adroit created a comprehensive pillar strategy that included over 70 blog posts with more than 100 subtopics across blog pages.

This content not only helped increase organic traffic, but, due to its highly relevant nature, also increased qualified conversions across the site.

The image shows a large, detailed spreadsheet or table representing a comprehensive pillar strategy. The table is organized into several main sections, each with a distinct background color: a red section at the top, a large green section in the middle, and a purple section at the bottom. Each section contains multiple rows of data, with columns for various categories such as 'Topic', 'Subtopic', 'Status', and 'Date'. The rows are densely packed with text, and the overall layout is highly structured and organized, typical of a project management or content strategy spreadsheet.

QUALITY CONTENT



OTHER QUALITY CONTENT

- [Diastasis Recti 101](#)
- [Calculating Par Levels](#)
- [Teaching Your Children Responsible Risk-Taking](#)
- [Warehouse Shelving](#)
- [Cannabis Growing Glossary](#)
- [Best Supplements for Vegan Athletes](#)
- [Back to School Guide \(White Paper\)](#)

