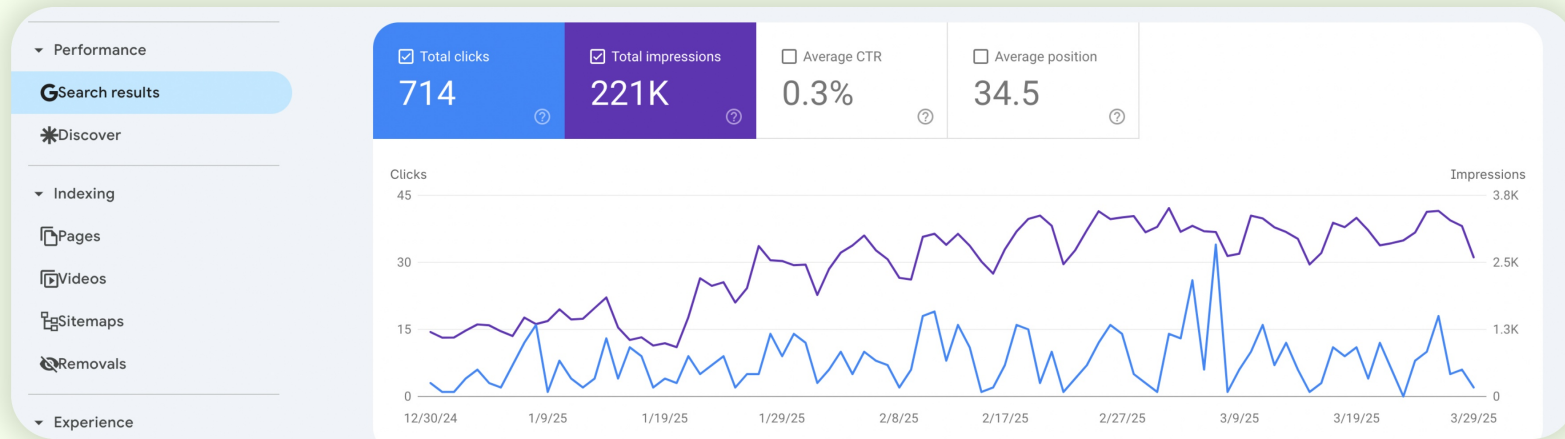


Bondly Programmatic SEO Strategy Portfolio

SEO RANK

This presentation provides a comprehensive overview of the SEO strategy implemented for Bondly, focusing on enhancing team events and employee gifting solutions.



- SEO STRATEGY

Executive Summary

This presentation outlines the programmatic SEO strategy for Bondly, detailing our structured approach to build organic presence and enhance visibility in the competitive SaaS market.

Project Overview: Bondly SEO Strategy

Implementation of SEO for Employee
Engagement Platform

● Client Overview

Bondly focuses on team events and employee gifting solutions.

● Project Duration

The project is set for a duration of 6 months, ensuring thorough implementation.

● SEO Implementation Scope

Full programmatic SEO implementation to enhance online visibility.

● Starting Position

The project begins with no organic presence and a new domain.

● Primary Challenge

Develop scalable SEO architecture targeting high-intent location-based queries.

Effective Strategy Implementation

● Foundation Development

Building a strong foundation is key for effective strategy execution.

● Technical Framework

Optimize main SaaS site for product-specific keywords and create a dedicated blog domain.

● Blog Domain Creation

Establish a blog domain for valuable informational content, enhancing authority.

● Keyword Architecture

Develop a comprehensive keyword taxonomy tailored to user needs and intents.

● User Intent Focus

Organize keywords by user intent: informational, commercial, and transactional.

● Location-Specific Keywords

Incorporate keyword specificity based on location: city, state, or nationwide.

● Activity Type Keywords

Categorize keywords by activity type, such as team-building and corporate gifts.

Creating Effective Content Templates

Templates for Location-Based Team Events

● SEO Title Structure

Utilize a clear format: Event Type Team Events in Location for Benefit

● H1 Structure

Craft engaging H1s: Event Type Team Events in Location for Target Audience

● Introduction Importance

Provide location-focused context and highlight benefits to engage readers.

● Modular Body Sections

Include flexible sections with detailed activity descriptions and their benefits.

● Call-to-Action

End with a strong, location-specific booking prompt to encourage action.

● Meta Description Optimization

Focus on location and benefits while optimizing for character limits.

Strategies for Technical Optimization

EXPORT EXTERNAL LINKS

bondly.com

URL inspection

Performance

Search results

Discover

Site Structure

Implemented hierarchical URL patterns to enhance navigation.

Indexing

Pages

Videos

Sitemaps

Rich results

Schema Markup

Added LocalBusiness and Event schemas to improve SERP visibility.

Experience

Core Web Vitals

Mobile Optimization

Ensured responsive design across all programmatic templates.

HTTPS

Enhancements

AMP

Security & Manual Actions

Links

External links

Total 99

Top linked pages

https://www.bondly.com/	62
https://blog.bondly.com/100-fun-get-to-know-you-questions-for-work	11
https://blog.bondly.com/team-building-activities-austin	10
https://blog.bondly.com/team-activities-san-francisco	9
https://blog.bondly.com/nyc-team-events	4

MORE >

Top linking sites

reddit.com	21
sessionize.com	16

Internal links

Total 1,300

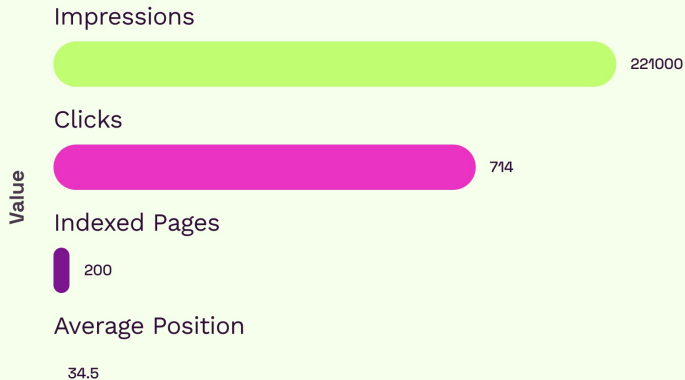
Top linked pages

https://www.bondly.com/	155
https://www.bondly.com/book-a-demo	146
https://blog.bondly.com/	143
https://www.bondly.com/about-us	109
https://www.bondly.com/help-center	109
https://www.bondly.com/become-a-vendor	108
https://www.bondly.com/privacy-policy	107
https://www.bondly.com/how-it-works	106
https://www.bondly.com/send-gift	104
https://www.bondly.com/terms-of-use	99

MORE >

Organic Growth Metrics Overview

Insights from Google Search Console Data



Metric

Google Search Console



Impressions increased to 221K from zero baseline.

Description of a primary heading



Clicks are currently at 714 and continuing to grow.

Description of a primary heading



Over 200 programmatic pages have been indexed successfully.

Description of a primary heading



Average search position improved to 34.5.

Description of a primary heading

Domain Authority Insights

Key metrics showcasing domain authority
growth

65

Domain Rating

Enhancing Traffic Quality Insights

- **Increasing Click-Through Rates (CTR)**

CTR rises as website content improves and matures, indicating effective engagement strategies.

- **Extended Session Durations**

Longer page session durations suggest users are finding content valuable and engaging.

Key Learnings & Insights from Analysis

Insights on Content Performance and Strategy

● **Position vs. Volume Balance**

Targeting longer-tail location terms yielded faster results than competing for high-volume generic terms.

● **Template Quality Matters**

Higher-quality templates with natural language variations outperformed purely automated content.

● **Internal Linking Impact**

Strategic internal linking structure accelerated indexing and improved rankings for programmatic content.

● **Location Specificity**

Adding genuine location-specific details significantly improved engagement metrics compared to purely templated content.

- SEO STRATEGY

Conclusion of Bondly Programmatic SEO Implementation

The Bondly programmatic SEO implementation showcases a scalable content creation approach that has established a strong organic presence and growth potential.

[Click here to edit title](#)

That's It!

Have Any Questions?



REORANK

Creating Stunning Online Experiences