

BLUE CREEK VALLEY
websites, marketing & more

SEO Case Studies

BlueCreekValley.com

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Challenges

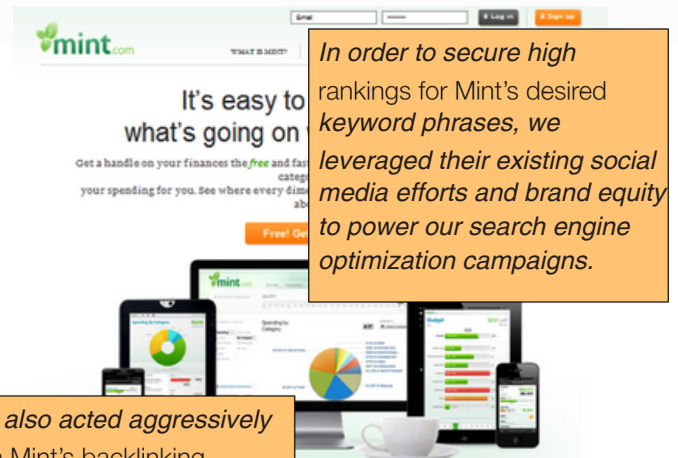
Mint, a popular platform for managing personal finances, had already earned praise in the industry for its tools. However, as the company aimed to expand into a more competitive financial market-up against giants like eTrade and Scottrade-it faced a steep climb, especially with a limited budget. On top of that, Mint had to contend with spammy websites using unethical SEO tactics to dominate rankings.

Our Approach

BCV stepped in to help Mint gain visibility in this new market. We implemented SEO best practices focused on ranking for highly competitive keywords relevant to their services. Our strategy leveraged Mint's strong brand presence and social media engagement, and we executed a high-impact link-building campaign using giveaways and contests to quickly attract quality backlinks.

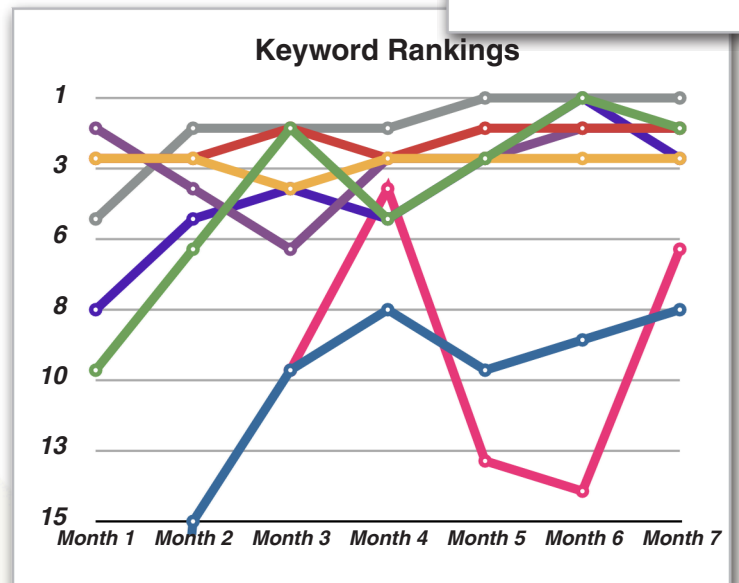
Results

Within months, Mint achieved top search positions for competitive keywords, helping drive targeted organic traffic to both their current services and new offerings.



We also acted aggressively with Mint's backlinking campaigns, using giveaways, contests and other strategies to drive the highest possible number of links in the shortest period of time.

- budget worksheet
- home budget
- budget software
- free budget
- software budget
- planner free
- budget planner
- Budget



WARBY PARKER

eyewear

Challenges

Although Warby Parker was gaining attention in the press for its innovative eyewear and social mission, it lacked the organic search presence needed to sustain long-term growth. They needed to identify the most valuable keywords and rank for them effectively.

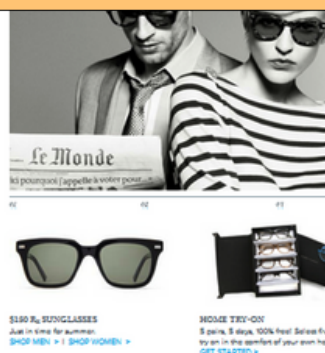
Our Approach

We started with low-competition, long-tail keyword phrases to quickly show measurable results. This built momentum and laid the foundation for targeting more competitive keywords later. By aligning our SEO strategy with their brand story and media coverage, we developed a unified, long-term plan.

Results

Within six months, Warby Parker secured first-page rankings for all targeted long-tail keywords. Eventually, they even ranked for high-competition head terms like "glasses," driving strong ROI and long-term visibility.

Warby Parker's amazing donation program and existing press coverage helped us to quickly leverage the company's press assets to form a cohesive SEO strategy.



Because Warby Parker exists within a tremendously competitive industry, we started with a focus on long-tail keywords that would both help them to build ROI quickly and assist in future efforts to rank for more competitive phrases.

Following three months of optimizing Warby Parker's site for long-tail and mid-tail keyword phrases, we moved on to the more competitive head-terms with the potential to drive significantly more traffic and ROI to the site. Within six months, we were able to rank the site on the first page of the Google results for phrases like "glasses," "discount glasses" and "online glasses."

Keyword	Former Rank	Current Rank
"online glasses"	Unranked	2
"online eyeglasses"	Unranked	2
"designer eyewear"	Unranked	4
"online frames"	Unranked	3
"designer eyeglasses"	Unranked	2
"designer eyeglass"	Unranked	2
"designer frames"	Unranked	5
"designer eyeglass frame"	Unranked	4
"prescription eyewear"	Unranked	10
"discount glasses"	Unranked	10
"online prescription glasses"	Unranked	2
"fashion eyewear"	Unranked	9
"discount prescription glasses"	70	9
"glasses"		



Challenges

Salesforce already ranked well in organic search, but they wanted more than just one listing. Their goal was to dominate multiple top positions on the same search engine results pages (SERPs) for their target keywords—effectively edging out competitors.

Our Approach

To achieve this, we created a series of SEO-optimized microsites, supported by high-quality content and a robust internal linking strategy. We aggressively built links to both the main Salesforce website and these additional properties to ensure all ranked well, even for the same keyword phrases.

Results

After eight months, Salesforce was ranking multiple URLs in the top 10 for its high-value keywords. This strategy allowed them to capture more SERP real estate, increase CTRs, and maintain a competitive edge.

In order to help Salesforce meet its goal of total market domination, we developed a series of micro-sites and built out content using these new properties within the Salesforce website.

In addition, we took an aggressive approach to link building on both the main Salesforce site and these new web properties, given the challenges involved in ranking multiple websites for the same keyword phrases.

Finally, we leveraged other Salesforce properties and domain names to lend authority to our newly-created micro-sites, helping to boost their authority and – consequently – Salesforce's rankings as quickly as possible

Keyword	Search Volume	Initial SERP Ranking	Ending SERP Ranking	CTR	Additional Monthly Traffic
Keyword 1	823,000	unranked	6	2.76%	22,714.8
Keyword 2	33,100	unranked	4	4.81%	1,592.11
Keyword 3	22,000	unranked	4	4.81%	1,058.20
Keyword 4	14,800	unranked	10	1.04%	153.92
Keyword 5	14,800	19	1	18.20%	2,693.60
Keyword 7	4,400	unranked	7	1.88%	82.72

Challenges

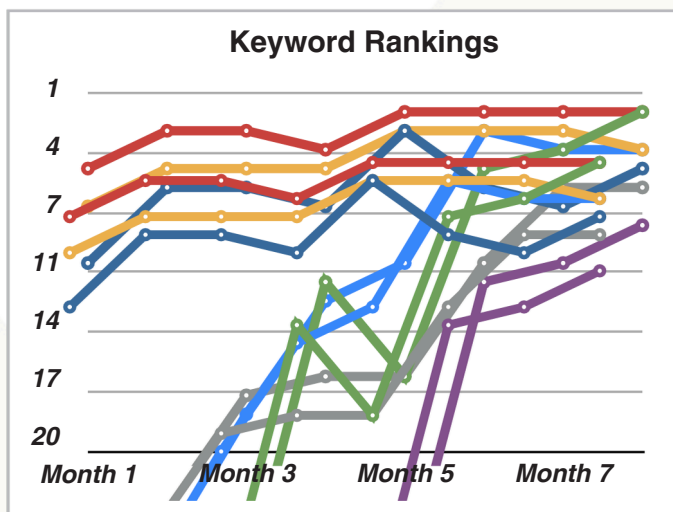
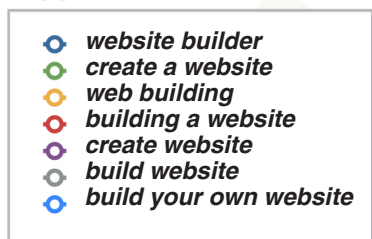
While Intuit is well-known for tax and finance software, its website builder product lacked visibility and brand recognition. With limited resources compared to major competitors like GoDaddy, Intuit needed to stand out both in search rankings and in the eyes of potential users.

Our Approach

We focused on elevating Intuit's website builder through targeted SEO and social media engagement. We created content that emphasized the product's unique strengths, cleaned up technical SEO issues, and studied competitors to uncover high-return link-building opportunities. Social platforms and blogs were used to reach new audiences and strengthen connections with current users.

Results

Intuit achieved high rankings for critical keywords such as "build your own website" and "website builder," leading to improved visibility, traffic, and user acquisition.



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