

Case IQ

How 10 Publications Increased Organic Traffic and Domain Rating in One Quarter

By leveraging Case IQ's proprietary reports, we secured high-domain authority placements, improved organic performance, and positioned the client as a recognized expert in workplace investigations and compliance. The strategy produced 10 confirmed publications, generating ~20 high-quality backlinks, with ~6 additional articles pending publication.

Digital PR

Content

SEO

“Working with seoplus+ helped amplify our research results, generating broader visibility and awareness of key trends affecting our category. Not only did we receive favorable coverage, but the SEO benefits extend the benefit of the research into the future.”

Chris Bondhus

Vice President of Marketing, Case IQ

The Challenge

Securing high-authority media placements requires more than strong writing; top-tier outlets demand exclusive insights and original data that deliver genuine value to their audiences, without proprietary research anchoring PR pitches, even well-positioned brands risk blending into an increasingly saturated media landscape. For Case IQ, the challenge was to turn underutilized internal research into differentiated editorial narratives that met strict publication standards while supporting long-term authority and organic growth goals.

The Approach

To address this challenge, the seoplus+ PR team implemented a structured, research-led approach that transformed Case IQ's proprietary data into publication-ready narratives. By aligning internal research with audience search trends and content gaps, the team developed tailored story angles for each outlet. Strategic dual-link placement ensured SEO value, while ongoing relationship-building with high-domain publishers helped secure consistent placements, turning original data into a scalable PR and organic growth engine.

The Results

This research-driven PR strategy delivered measurable results across both PR and SEO. Over one quarter, Case IQ secured 10 confirmed publications, generating approximately 20 high-quality backlinks, with six additional articles pending. These placements contributed to an 18.26% increase in organic traffic and a 17.24% increase in Domain Rating. Beyond performance metrics, the campaign strengthened Case IQ's industry credibility and positioned its research team as a trusted authority in workplace investigations and compliance.

