

Case Study

The SEO Strategy Behind Exitwise's 760% Traffic Growth (and 50+ Monthly Leads)

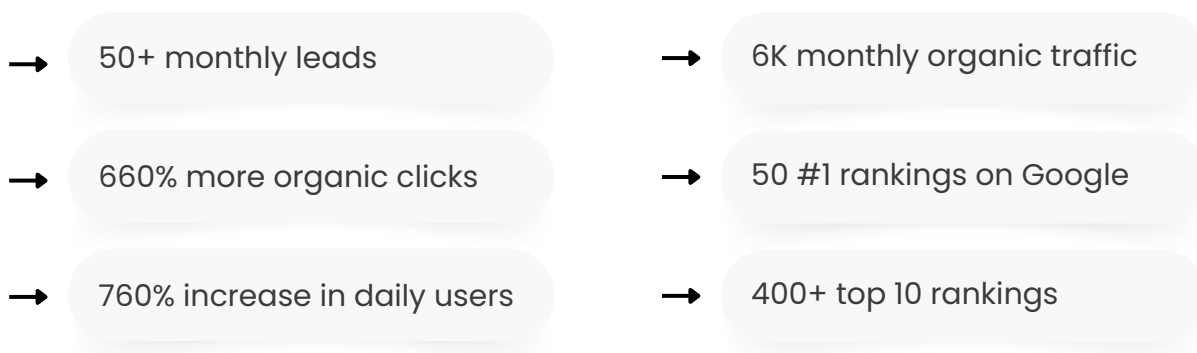


By Steven Schneider, Co-Founder & CEO of TrioSEO

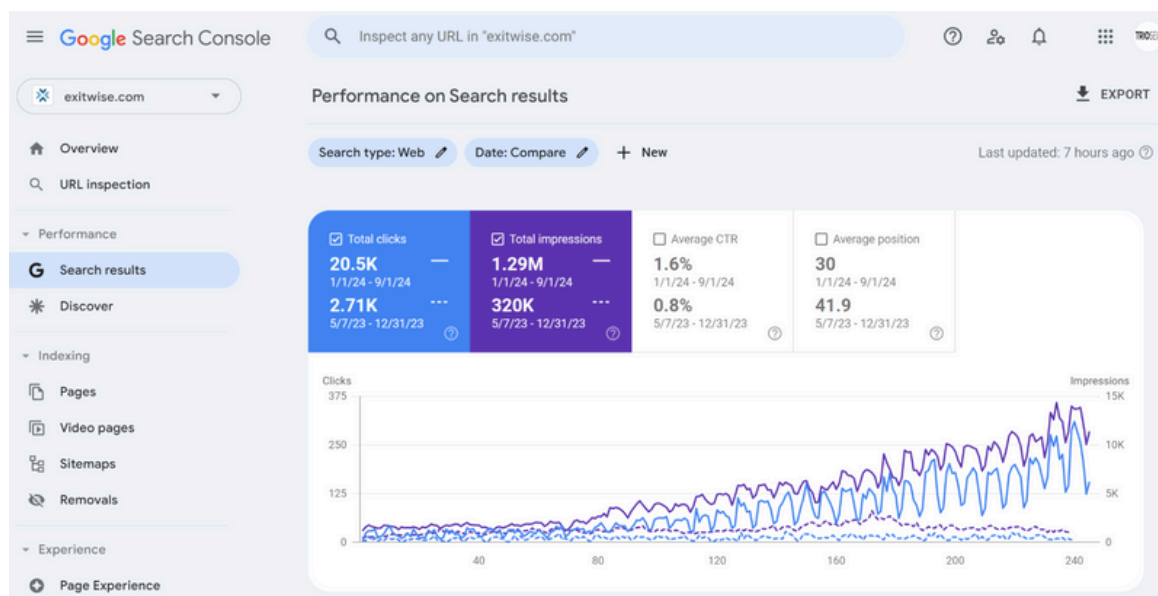
Exitwise, a company that helps founders build the perfect M&A team for a successful business exit, teamed up with our team at TrioSEO to improve their SEO content.

Over nine months, our strategy brought huge results, significantly growing Exitwise's traffic and online presence.

Key Wins



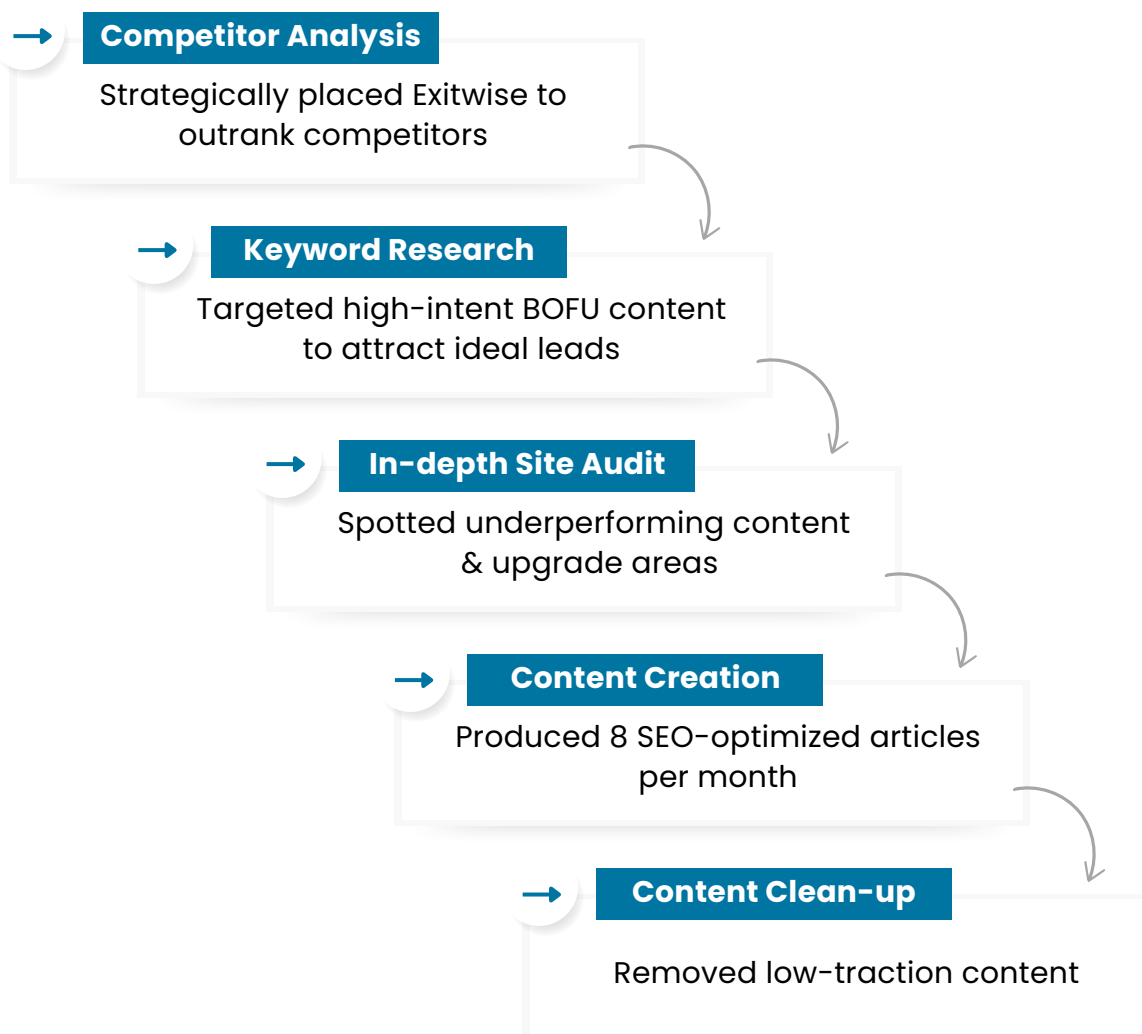
Google Search Console: January 2024 through September 2024 compared to the previous year (before working with TrioSEO)



When Exitwise first approached us, it had a low domain rating of 8 and wasn't seeing much organic traffic, even though its valuation calculator was a strong lead magnet.

We quickly identified key issues and opportunities, creating a plan focused on high-intent, bottom-of-funnel (BOFU) content to reach founders and business owners looking to sell.

TrioSEO's Approach

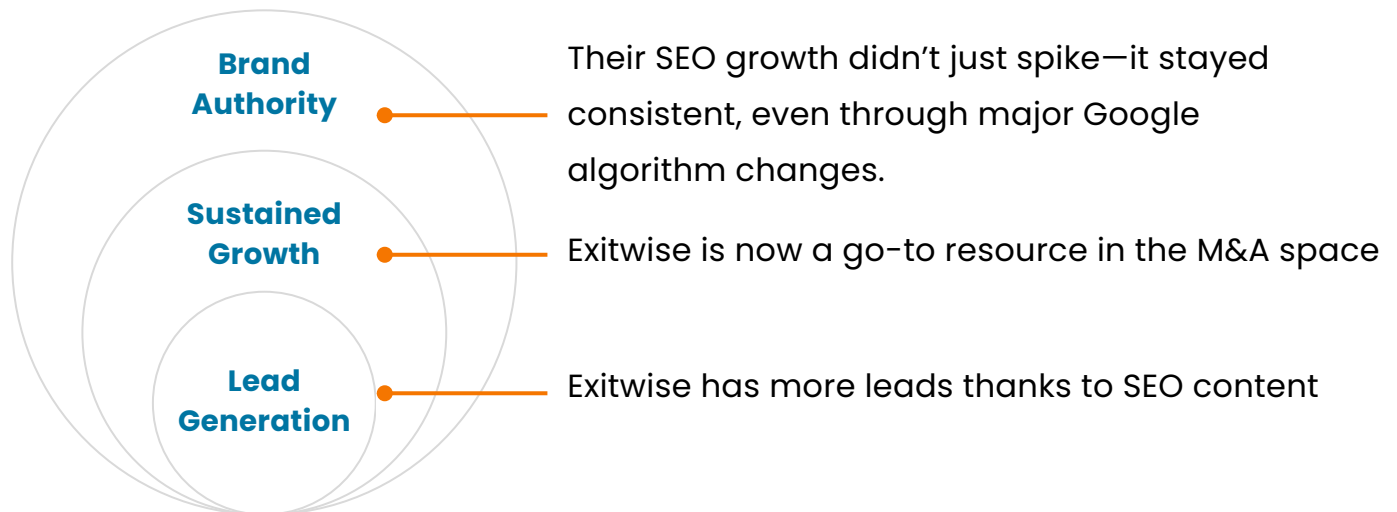


How We Made It Happen

Our team honed in on industry-specific, high-intent keywords, ensuring Exitwise's content was front and center for founders seeking M&A advice.

We also created middle-of-funnel (MOFU) content to support the valuation calculator and improve authority in Google's eyes. Internal linking across articles helped build stronger connections and drive traffic.

Business Impact



In short, we turned Exitwise's website into a magnet for high-intent traffic, attracting the right customers through targeted SEO content and organic search.

By focusing on the exact needs of their ideal audience, Exitwise not only saw a surge in qualified leads but also grew its newsletter, driving long-term engagement and positioning them as a go-to resource in the M&A space.



Hey there, we are

Nathan, Steven, and Connor.

Thanks for reading our case study about how we grew Exitwise's SEO to 50 number 1 rankings, a 760% increase in daily users, and 50+ monthly leads.

Exitwise interviews, hires, and manages your M&A dream team to create the exit you deserve. Their team has worked with TrioSEO for 9 months (still ongoing) at the time of writing this case study.

Want to work with us? Sign up for a

Free SEO Audit & Consultation

If we work together, our team will look under the hood of your website to identify potential issues and areas of opportunity.

We'll share the results with you and then jump on a call to answer any questions about SEO and growing your website's organic traffic.

Get Audit



The Results

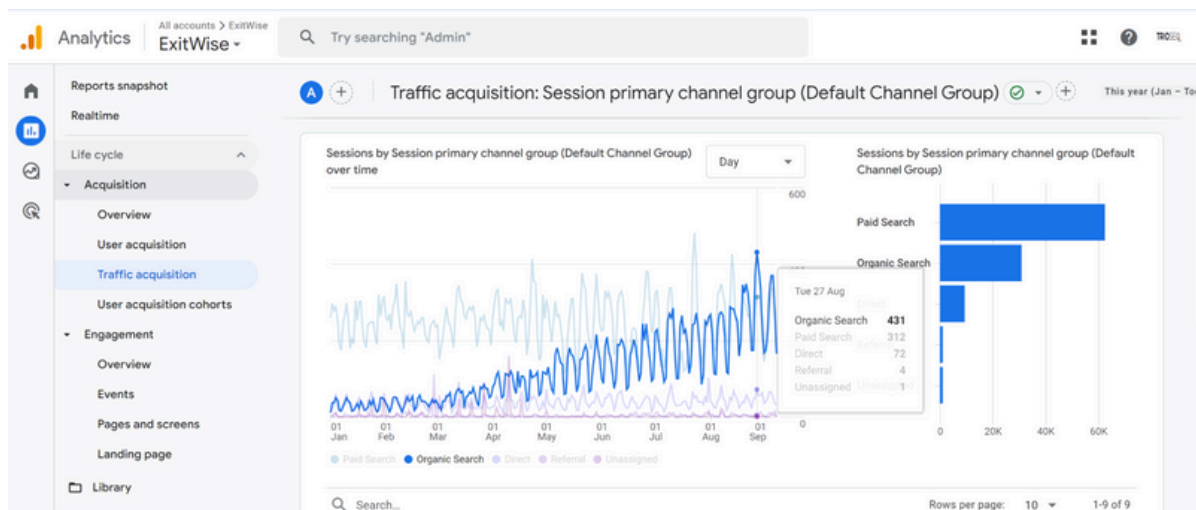
Before we dive into the specifics, here's a snapshot of their results:

- 660% increase in clicks
- 306% increase in impressions
- 760% increase in daily users

- 50 number 1 rankings
- 400+ top 10 rankings

- 97 key events in 1 month
- 6K organic traffic per month

Google Analytics growth since working with TrioSEO



The screenshot displays the Google Analytics 'Traffic acquisition' report for the 'Session primary..Channel Group'. The 'Organic Search' channel is highlighted with a red box. The report shows the following data for Organic Search:

Channel Group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
Organic Search	23,248	30,998	17,398	1m 18s	0.75	4.4%

Monthly volume
United States
Position: 1-1
Lowest DR
Volume
KD
CPC
Traffic
SERP features
+ More filters

50 keywords
8 Sep 2024
Compare with: 1 Jan 2024
Filters
Columns
API
Export

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
how much can i sell my business for	3	250	20	1.28	86	+86	0	x → 1	New	https://exitwise.com/blog/how-much-can-i-sell-my-business-for	9 d ago
how is goodwill taxed	5	100	7	N/A	35	+35	0	x → 1	New	https://exitwise.com/blog/how-is-goodwill-taxed-when-selling-a-business	10 d ago
how much can you sell a business for	3	80	0	1.18	30	+30	0	x → 1	New	https://exitwise.com/blog/how-much-can-i-sell-my-business-for	8 d ago
how much car dealers make	3	80	9	N/A	28	+28	0	x → 1	New	https://exitwise.com/blog/how-much-is-a-car-dealership-worth	4 d ago
how is goodwill taxed when selling a business	4	70	4	N/A	24	+24	0	x → 1	New	https://exitwise.com/blog/how-is-goodwill-taxed-when-selling-a-business	19 Aug 2024
how to value a property management company	5	70	1	1.45	24	+24	0	x → 1	New	https://exitwise.com/blog/how-to-value-a-property-management-company	4 d ago
how much is a home health agency worth	4	60	6	1.85	23	+23	0	x → 1	New	https://exitwise.com/blog/how-much-is-a-home-health-agency-worth	25 Aug 2024
how to sell your business to a competitor	3	150	1	3.44	22	+22	0	x → 1	New	https://exitwise.com/blog/how-to-sell-your-business-to-a-competitor	7 h ago

Ahrefs - Top 10 Rankings (+444 Keywords)

Monthly volume United States Position: 1-10 Lowest DR Volume KD CPC Traffic SERP features + More filters

444 keywords 8 Sep 2024 Compare with: 1 Jan 2024 Filters Columns API Export

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
✓ valuation calculator	1	1.0K	16	1.05	213	+207	0	18 → 2	▲ 16	https://exitwise.com/valuation-calculator	2 d ago
✓ how much can i sell my business for	3	250	20	1.28	86	+86	0	→ 1	New	https://exitwise.com/blog/how-much-can-i-sell-my-business-for	9 d ago
+ m and a	3	1.5K	70	3.25	38	+38	0	→ 3	New	https://exitwise.com/blog/mergers-and-acquisitions-explained-m-and-a-101-for-business-owners	4 d ago
✓ reverse triangular merger	3	900	0	2.23	37	+37	0	→ 6	New	https://exitwise.com/blog/reverse-triangular-merger	1 d ago
+ how is goodwill taxed	5	100	7	N/A	35	+35	0	→ 1	New	https://exitwise.com/blog/how-is-goodwill-taxed-when-selling-a-business	10 d ago
+ how much can you sell a business for	3	80	0	1.18	30	+30	0	→ 1	New	https://exitwise.com/blog/how-much-can-i-sell-my-business-for	8 d ago
+ how much car dealers make	3	80	9	N/A	28	+28	0	→ 1	New	https://exitwise.com/blog/how-much-is-a-car-dealership-worth	4 d ago
✓ how is goodwill taxed when selling a business	4	70	4	N/A	24	+24	0	→ 1	New	https://exitwise.com/blog/how-is-goodwill-taxed-when-selling-a-business	19 Aug 2024

Google Analytics - Monthly Newsletter Signups (+16)

Analytics All accounts ExitWise Try searching "how to do BigQuery export"

Reports snapshot Realtime Life cycle Acquisition Overview User acquisition Traffic acquisition User acquisition cohorts Engagement Overview Events Pages and screens Landing page Library

User acquisition: First user primary channel group (Default Channel Group) Last 28 days

Plot rows Search...

	Engaged sessions per active user	Event count	Key events
First user prim...Channel Group)		Valuation Calcul...letter Signup	Contact Form Submit
Total	0.77 Avg 0%	111 0.13% of total	14.00 0.08% of total
1 Paid Search	0.89	82	2.00
2 Organic Search	0.73	16	4.00
3 Direct	0.60	12	8.00
4 Referral	0.60	1	0.00
5 Organic Social	0.63	0	0.00
6 Unassigned	0.73	0	0.00
7 Email	0.57	0	0.00

Google Analytics - Organic Search Valuation Calculator Downloads (+55)

Analytics | All accounts > ExitWise | Try searching "how to do BigQuery export"

Reports snapshot | User acquisition: First user primary channel group (Default Channel Group) | Last 28 days

Plot rows | Search...

	Engaged sessions per active user	Event count Valuation Calcu...ownload Report	Key events Contact Form Submit
Total	0.77 Avg 0%	418 0.49% of total	14.0 0.08% of tot
1 Paid Search	0.89	331	2.0
2 Organic Search	0.73	55	4.0
3 Direct	0.60	31	8.0
4 Referral	0.60	1	0.0
5 Organic Social	0.63	0	0.0
6 Unassigned	0.73	0	0.0
7 Email	0.57	0	0.0

Google Analytics - Valuation Calculator Submissions - Main ICP (+3 and growing)

Analytics | All accounts > ExitWise | Try searching "how to do BigQuery export"

Reports snapshot | User acquisition: First user primary channel group (Default Channel Group) | Last 28 days

Plot rows | Search...

	Engaged sessions per active user	Event count Valuation Calcu...eller Above 3M	Key events Contact Form Submit
Total	0.77 Avg 0%	23 0.03% of total	14.0 0.08% of tota
1 Paid Search	0.89	9	2.0
2 Organic Search	0.73	3	4.0
3 Direct	0.60	11	8.0
4 Referral	0.60	0	0.0
5 Organic Social	0.63	0	0.0
6 Unassigned	0.73	0	0.0
7 Email	0.57	0	0.0

Google Analytics - Premium Valuation Calculator Submissions(+4 and growing)


Analytics | All accounts > ExitWise | ExitWise | Try searching "how to do BigQuery export"


Reports snapshot | Realtime | Life cycle | Acquisition | Overview | User acquisition | Traffic acquisition | User acquisition cohorts | Engagement | Overview | Events | Pages and screens | Landing page | Library

User acquisition: First user primary channel group (Default Channel Group) | Last 28 days

Plot rows	Search...	Engaged sessions per active user	Event count	Key events
<input type="checkbox"/> First user prim...Channel Group)			Valuation Calcu...Premium Report	Contact Form Submit
<input type="checkbox"/> Total		0.77 Avg 0%	27 0.03% of total	14.6 0.08% of total
<input type="checkbox"/> 1 Paid Search		0.89	1	2.1
<input type="checkbox"/> 2 Organic Search		0.73	4	4.1
<input type="checkbox"/> 3 Direct		0.60	21	8.1
<input type="checkbox"/> 4 Referral		0.60	0	0.1
<input type="checkbox"/> 5 Organic Social		0.63	1	0.1
<input type="checkbox"/> 6 Unassigned		0.73	0	0.1
<input type="checkbox"/> 7 Email		0.57	0	0.1

Review from Brian Dukes, Managing Partner at Exitwise

**Brian Dukes**
1 review | US



Apr 6, 2024

Depth of experience & expertise - great client service!ve been working with Nathan

We've been working with Nathan, Connor, and Steven for nearly 4 months, and have found a long term partner in TrioSEO. The SEO expertise they bring is an easy button for my team, and allows us to work on other areas of the business. And the performance proof is in the pudding... 4 months in and click volume has tripled, and we're just getting started.

Date of experience: April 05, 2024

Want to see Brian's video testimonial?

[Click here to watch his 60-second review.](#)

Now, with that said, let's dive into how we made it happen for their SEO.

Where Did Exitwise Start?

Exitwise was in a unique situation:

Domain Rating

8 out of 100

Backlink Profile

Some, but not many

Website Experience

Good, clean, and fast

SEO Traffic

About 50 daily visitors from organic search

Concerns

Low domain authority in a competitive niche

CRO Set Up

1 primary lead magnet (valuation calculator)

Opportunities

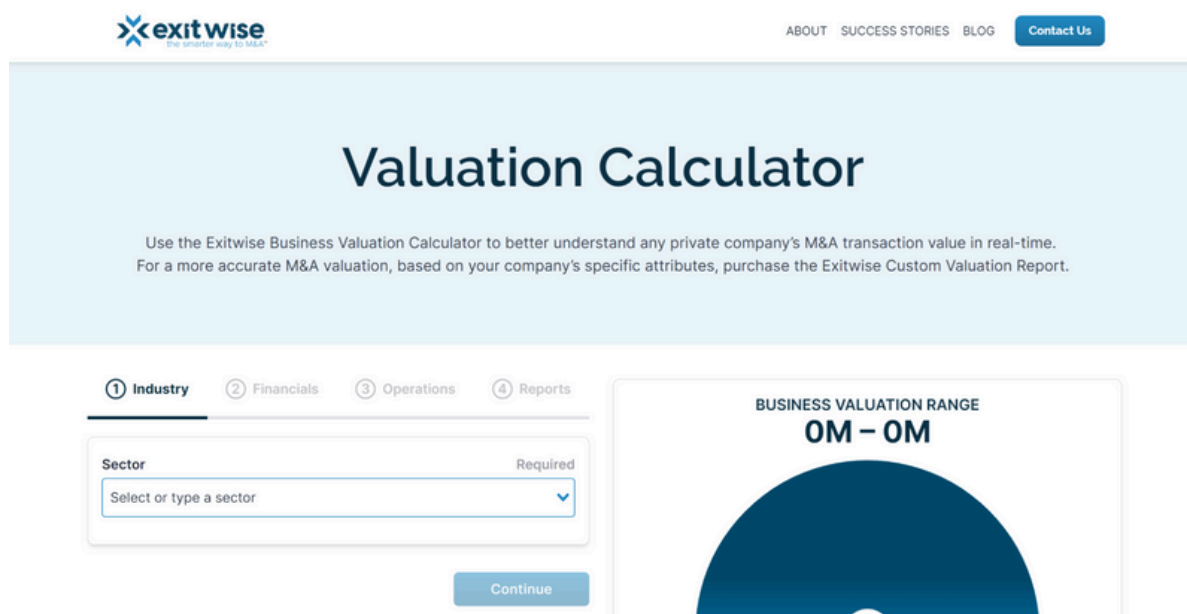
Lots of bottom-of-funnel (BOFU) blog content

When the Exitwise team came to us, they knew the importance of investing in SEO.

They had previously worked with an SEO agency but struggled to find a partner who tackled topics confidently and could be an out-of-sight, out-of-mind solution.

During our first meeting, they explained that their valuation calculator was their primary lead magnet.

Why was this important?



The screenshot shows the Exitwise Valuation Calculator interface. At the top, the Exitwise logo is on the left, and navigation links for 'ABOUT', 'SUCCESS STORIES', 'BLOG', and a 'Contact Us' button are on the right. The main heading is 'Valuation Calculator'. Below it, a sub-header explains the tool's purpose: 'Use the Exitwise Business Valuation Calculator to better understand any private company's M&A transaction value in real-time. For a more accurate M&A valuation, based on your company's specific attributes, purchase the Exitwise Custom Valuation Report.'

The interface is divided into two main sections. The left section contains a progress bar with four steps: 1. Industry (selected), 2. Financials, 3. Operations, and 4. Reports. Below the progress bar is a 'Sector' dropdown menu with the placeholder text 'Select or type a sector' and a 'Required' label. A 'Continue' button is located below the dropdown. The right section displays the 'BUSINESS VALUATION RANGE' as '0M - 0M' above a large blue semi-circle graphic.

Because all content linked back to this calculator ultimately drives leads and supports its page rank.

But it didn't seem like a straight path to the finish line.

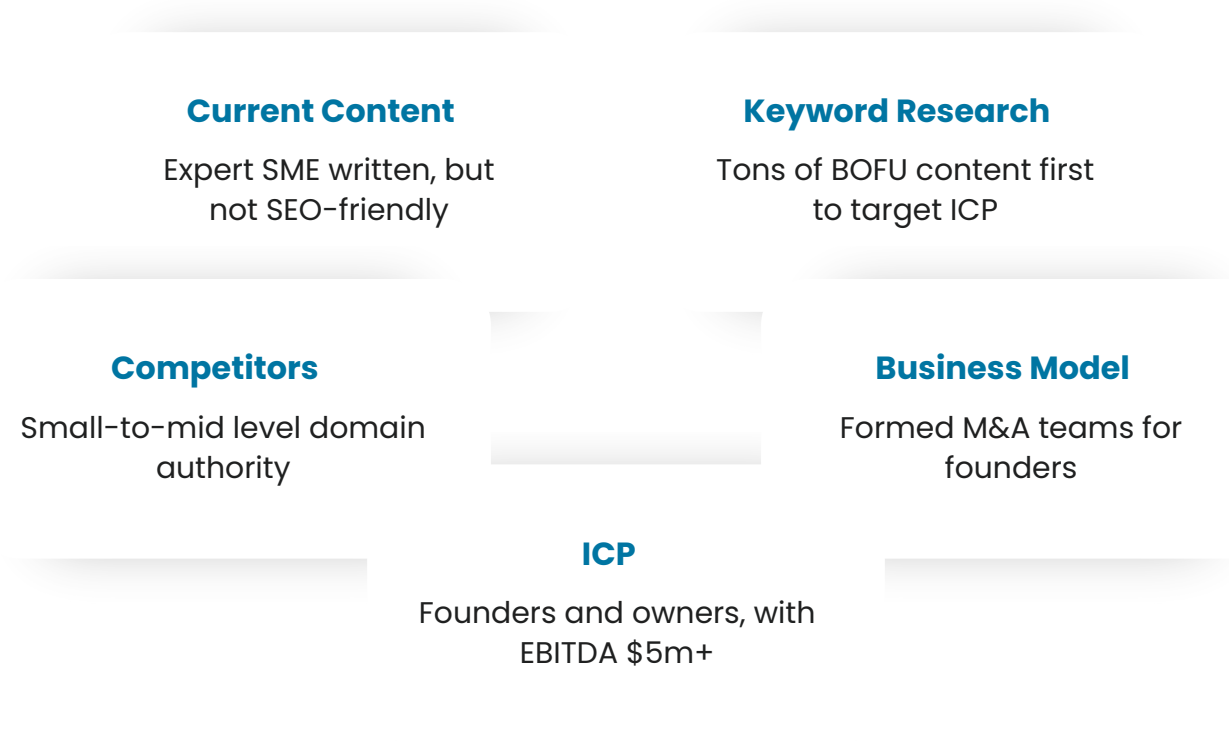
Exitwise had a domain rating (DR) of 8, which is very low, especially in finance (or so we thought). When we audited Exitwise, we noticed that Google loved its valuation calculator, ranking it top 5 on the first page.

Top rankings come with trust, and trust comes with authority.

Those rankings gave us confidence that content would perform well, so we created our first 90-day sprint in January 2024, with plans to publish 8 articles per month.

What Was Our Strategy to Grow their SEO?

Before jumping into SEO content, we did an in-depth analysis of:



Next, we met with their team and discussed their roadmap (24 topics).

Our Strategy

Target extremely high-intent topics about “XYZ Business Valuation” or “How to Sell XYZ Business” that would connect them with their ICP in the right industry.

Keyword	Volume	KD	Group	Type	Funnel
biotech valuation	70	12	Jan '24	blog	BOFU
car wash valuation	50	0		blog	BOFU
consulting company valuation	80	0	April '24	blog	BOFU
dental practice valuation	250	6	Jan '24	blog	BOFU
gas station valuation	30	0		blog	BOFU
how much is a car dealership worth	150	3	Jan '24	blog	BOFU
how much is a home health agency worth	80	15	May '24	blog	BOFU
how much is a mechanic shop worth	60	0		blog	BOFU
how to find buyer for your business	50	3	June '24	blog	BOFU
how to sell a cnc machine shop	20	0		blog	BOFU
how to sell a landscaping business	30	1		blog	BOFU
how to sell a trucking company	20	0	May '24	blog	BOFU
how to sell my hvac business	20	0		blog	BOFU
how to sell your business to a competitor	150	2	Dec '23	blog	BOFU
how to value a construction company	80	1	Dec '23	blog	BOFU
how to value a distribution business	20	0	Feb '24	blog	BOFU
how to value a landscape business	30	1		blog	BOFU
how to value a law firm	60	2	Jan '24	blog	BOFU

Beyond BOFU guides, we also sprinkled in some middle-funnel (MOFU) content about exits, valuations, mergers, and M&A to support the valuation calculator.

Why was this important?

1. Google trusted Exitwise's domain
2. We wanted to grow their relationship.

More content = more authority = better rankings.

Here are some keywords we decided to go after together:

Keyword	Volume	KD	Group	Type	Funnel
sell a veterinary practice	70	2	April '24	blog	BOFU
sell commercial real estate	200	2	Jan '24	blog	BOFU
sell my construction business	10	0	April '24	blog	BOFU
sell shopify store	150	30	April '24	blog	BOFU
sell my ecommerce business	100	9	April '24	blog	BOFU
sell my ifa business	10	0	March '24	blog	BOFU
sell my saas business	30	4	March '24	blog	BOFU
selling a business checklist	300	0	Dec '23	blog	BOFU
selling a chiropractic practice	50	0	Jan '24	blog	BOFU
selling a manufacturing business	40	1	Feb '24	blog	BOFU
selling a medical practice	150	5	Dec '23	blog	BOFU
selling a staffing agency	10	0	Feb '24	blog	BOFU
sell my insurance agency	70	1	June '24	blog	BOFU
selling family business	50	2	June '24	blog	BOFU
typical multiplier for engineering firms	40	0	April '24	blog	MOFU
valuation saas	250	13	Dec '23	blog	BOFU
veterinary practice valuation	50	1	Jan '24	blog	BOFU
business broker fees	150	6	July '24	blog	MOFU
exit cap rate	250	0	July '24	blog	MOFU

We also suggested cleaning up some existing content.

Attempting to target specific industries, their team had previously created 100+ pages that gained zero traction.

They agreed that those industry pages weren't helping, so they ultimately decided to sunset them so Google could focus on our content.

With our strategy in place, it was time to execute.

How Was it Implemented?

Our team got to work once the strategy was analyzed and agreed upon.

We created 8 monthly articles (+3 as a signing bonus) and ensured each article was 100% optimized when Google indexed it.

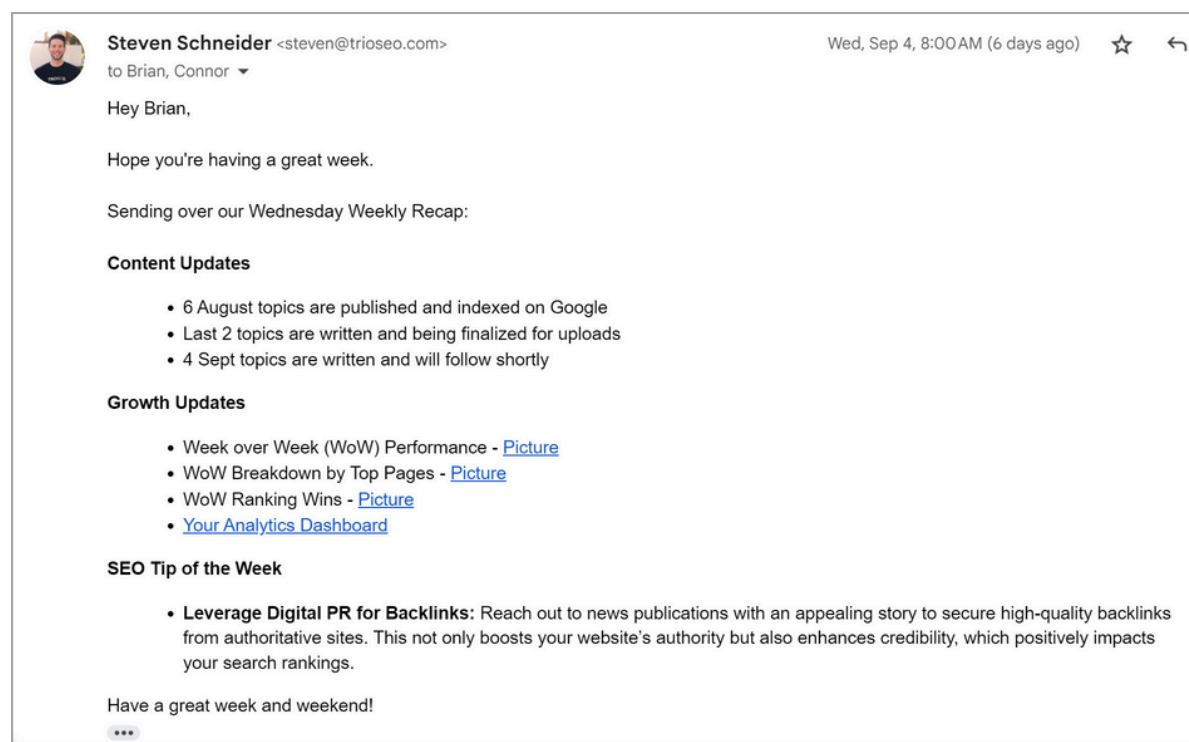
Titles were engaging, meta descriptions were well crafted, and headings were optimized. We added a TL;DR (too long; didn't read) summary snippet to the top of each article, included relevant images with rich alt-text, and prioritized user experience from start to finish.

Internal linking content was (and always has been) one of our biggest strengths.

We linked relevant content categories as each article went live and supported the valuation calculator with internal links.

With each passing month, Exitwise had a growing library of content that spoke directly to its ideal customer, their experience, and their pain points and offered a solution to their needs.

Throughout everything, we kept their team updated with weekly emails.

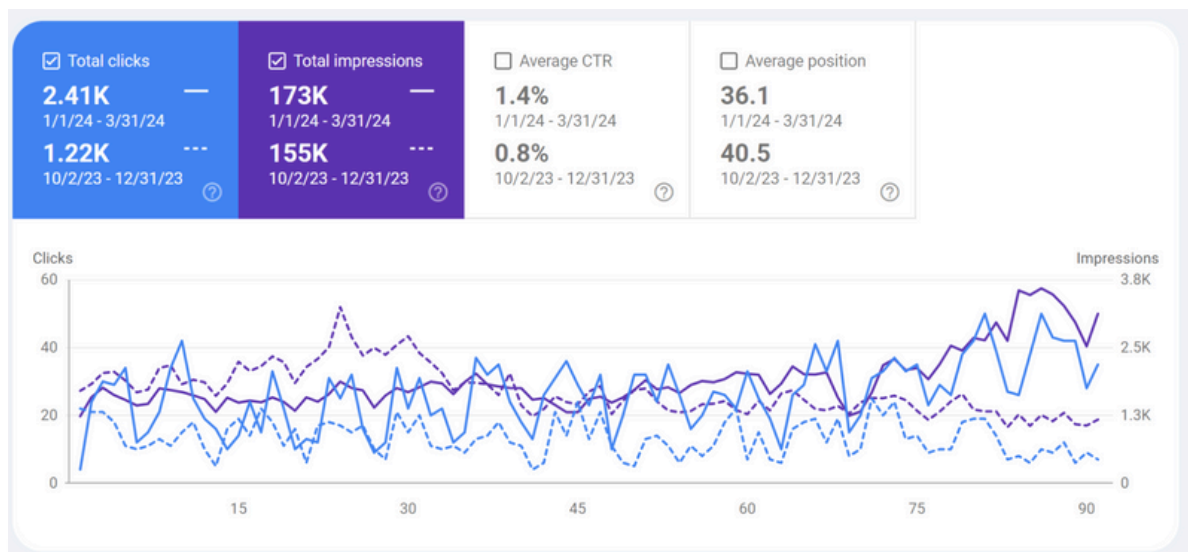


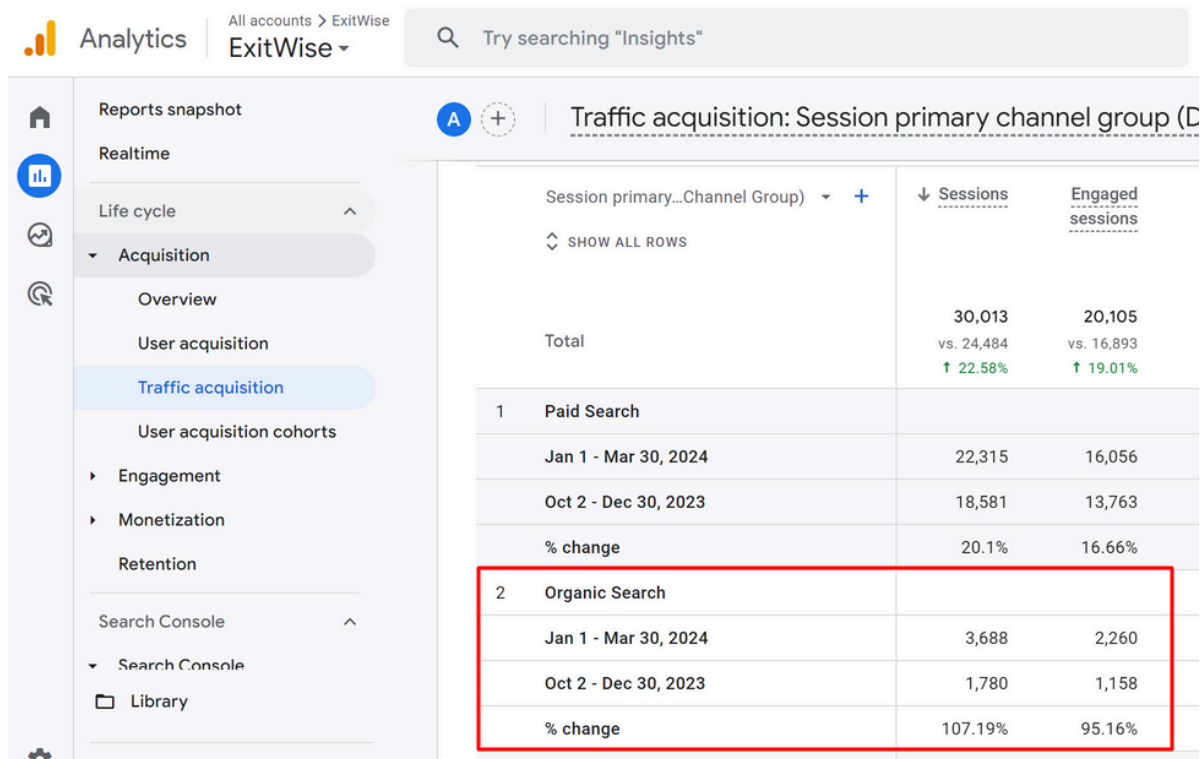
How Fast Did the Client See Results?

In our first 90-day sprint, the results for Exitwise were very promising.

Reviewing a 3-month comparison of data:

- ➔ 98% increase in clicks
- ➔ 12% increase in impressions
- ➔ 107% increase in organic traffic
- ➔ 0.8% increase in clickthrough rate

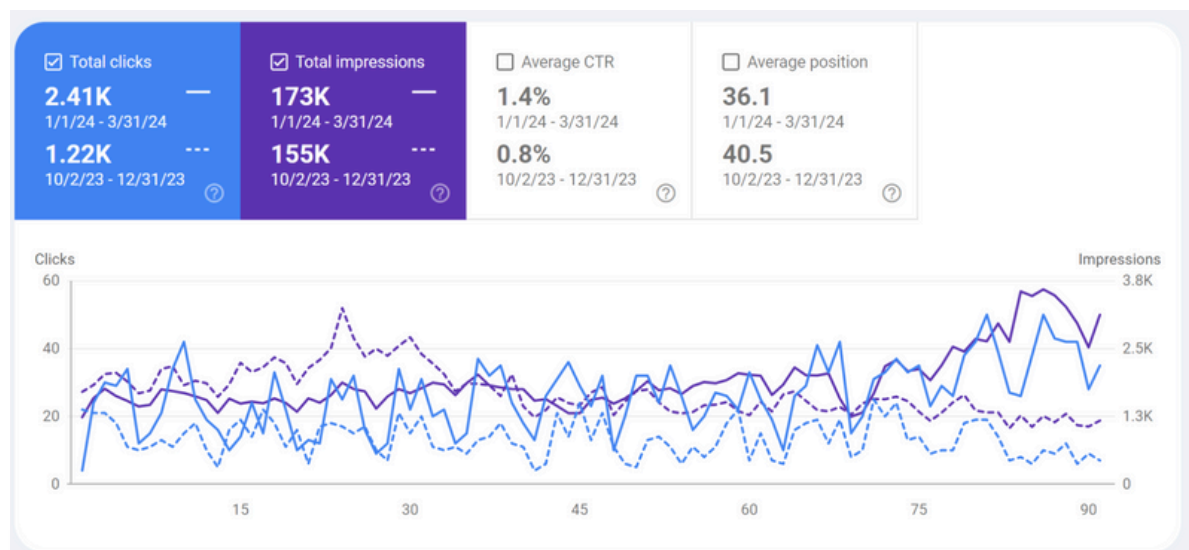




Have you ever heard people say, "SEO growth compounds over time?"

Exitwise did just that—their growth had exploded by the end of the second sprint.

- 212% increase in clicks
- 177% increase in impressions
- Another 0.8% increase in clickthrough rate
- 200% increase in organic search traffic



Analytics | All accounts > ExitWise | ExitWise

Try searching "Insights"

Reports snapshot

Realtime

Life cycle

Acquisition

Overview

User acquisition

Traffic acquisition

User acquisition cohorts

Engagement

Monetization

Retention

Search Console

Search Console

Library

Traffic acquisition: Session primary channel group

Session primary...Channel Group)		Sessions	Engaged sessions
SHOW ALL ROWS			
Total		39,544 vs. 30,555 ↑ 29.42%	25,776 vs. 20,519 ↑ 25.62%
1	Paid Search		
	Apr 1 - Jun 30, 2024	22,979	16,683
	Jan 1 - Apr 1, 2024	22,711	16,288
	% change	1.18%	2.43%
2	Organic Search		
	Apr 1 - Jun 30, 2024	11,484	6,576
	Jan 1 - Apr 1, 2024	3,821	2,353
	% change	200.55%	179.47%

Here's a nice note we got from Brian in July around this time.

Exitwise Wins... External Inbox x

Brian Dukes <brian@exitwise.com>
to Nathan, me, Connor

Tue, Jul 2, 1:22 PM

Hey guys – feels funny sending this the day after sending you the video testimonial, but it was too good to pass up. Just had a meeting that came off my calendly link from our website. The owners started by saying one of the biggest things that attracted them to Exitwise was that we had a lot of experience selling Shopify stores. In fact, they "had read our Shopify blog article many times over"...

Found us from Google, and they immediately purchased a \$3k custom valuation of their business.

<https://exitwise.com/blog/sell-shopify-store>

Small, but VERY impactful wins...

Thank you for all you're helping us with! Have a great holiday weekend,

Brian Dukes
Managing Partner | Exitwise

How Did it Impact the Client's Business?

The goal of SEO is **threefold**:

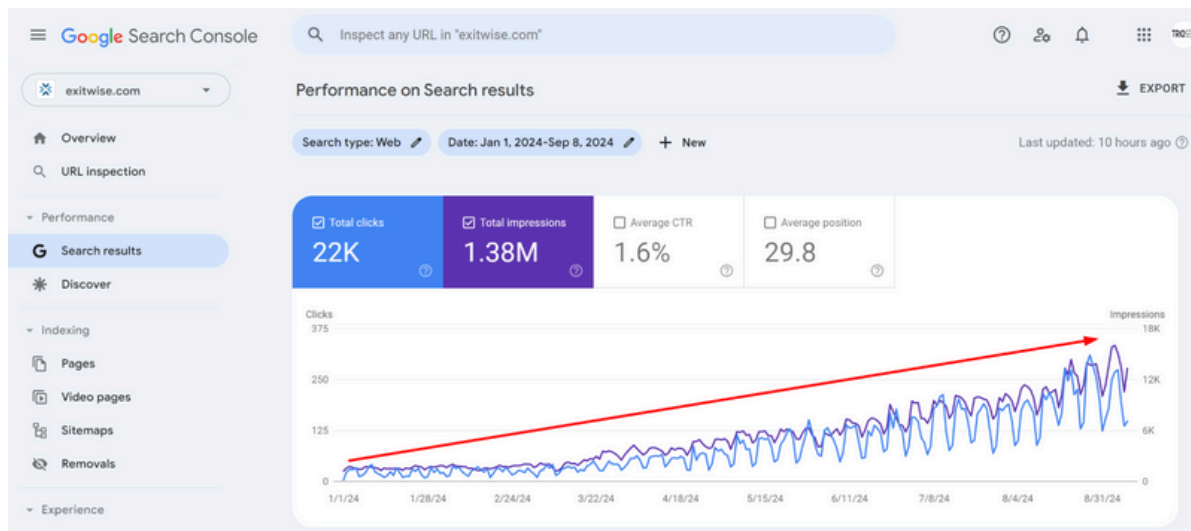


For Exitwise, we're happy to say that we achieved all three:



Even after 9-months of working together, Exitwise continues to see its SEO growth month over month.

Exitwise saw growth during major Google algorithm updates, proving that high-quality, authoritative content wins every time.



Want Our Team to Tackle Your SEO?

We would love to have you as a client and treat your site like ours. At TrioSEO, we take great pride in communication, customer service, and results.

Want to start immediately?

Choose [your desired package](#), then [contact Nathan Hirsch](#) or [schedule a call](#) to get everything in motion.

Why People Trust TrioSEO

Below are a few testimonials from TrioSEO clients. For more insight, [watch a video testimonial](#) from Brian Dukes, Managing Partner at Exitwise.

It took me 3 years to find a partner who can crush it for SaaS SEO. Believe actions speak louder than words, and the fact that I'm trusting them with the SEO for my biz's website says more than I could ever say here.



Rhami Aboud
Arc Web Design

I have been with TrioSEO for only three months and have already seen an increase in traffic. My click growth is up 66% and my impression growth is up 21%. I love working with the TrioSEO team.



Isaac Gross
IG PPC

Working with TrioSEO has been an absolute game-changer for TSW Training. TrioSEO isn't just an agency; they've become a trusted advisor and an integral part of our growth journey.



Matthew Channell
TSW Training

The SEO expertise they bring is an easy button for my team, and allows us to work on other areas of the business. And the performance proof is in the pudding... 4 months in and click volume has tripled.



Brian Dukes
Exit Wise

We switched to TrioSEO from another agency and were immediately very impressed with how well organised they were, how hands-off the whole process could be and with the quality of their content too.



Daniel Little
Link My Books

We've been working with TrioSEO for some time now, and they have consistently delivered outstanding results. The team executes against our target quality with precision, and their accessibility is second to none.



Scott Nixon
Long Angle

Who We Are

Hey there. We are [Nathan](#), [Steven](#), and [Connor](#). We have scaled multiple businesses to 6, 7, and 8 figures utilizing SEO, with an exit to The Hoth in 2019.

SEO is the cornerstone of any business we build, and we are on a mission to offer the exact strategies we use to help you grow your business.

Contact [Nathan Hirsch](#), and let's put your next 90-sprint in motion.

