

## Case Study

How We Increased Long Angle's  
Monthly Lead Magnet Downloads By  
**185% in Just 5 Months**



By Steven Schneider, Co-Founder & CEO of TrioSEO



## Letter from the Founders

Hey there, we are Nathan, Steven, and Connor.

Thanks for reading our SEO case study about how we grew Long Angle's SEO.

We worked with [Long Angle](#) for 5 months, published an average 5 articles per month, and helped upgrade several core components of their website.

**In this case study, we'll explain how we grew Long Angle from:**

- 5,850 to 8,630 Clicks (+47%)
- 25,000 to 203,000 Impressions (+712%)
- 20 to 57 Monthly Organic Lead Magnet Downloads (+185%)

**And by steadily publishing high-quality content, achieved:**

- 30+ Number 1 Rankings
- 100+ Top 3 Rankings
- 150+ Top 10 Rankings

Want to work with us? Sign up for a

## **Free SEO Audit & Consultation**

Our team will examine your website to identify potential issues and highlight the areas we can tackle if we work together.

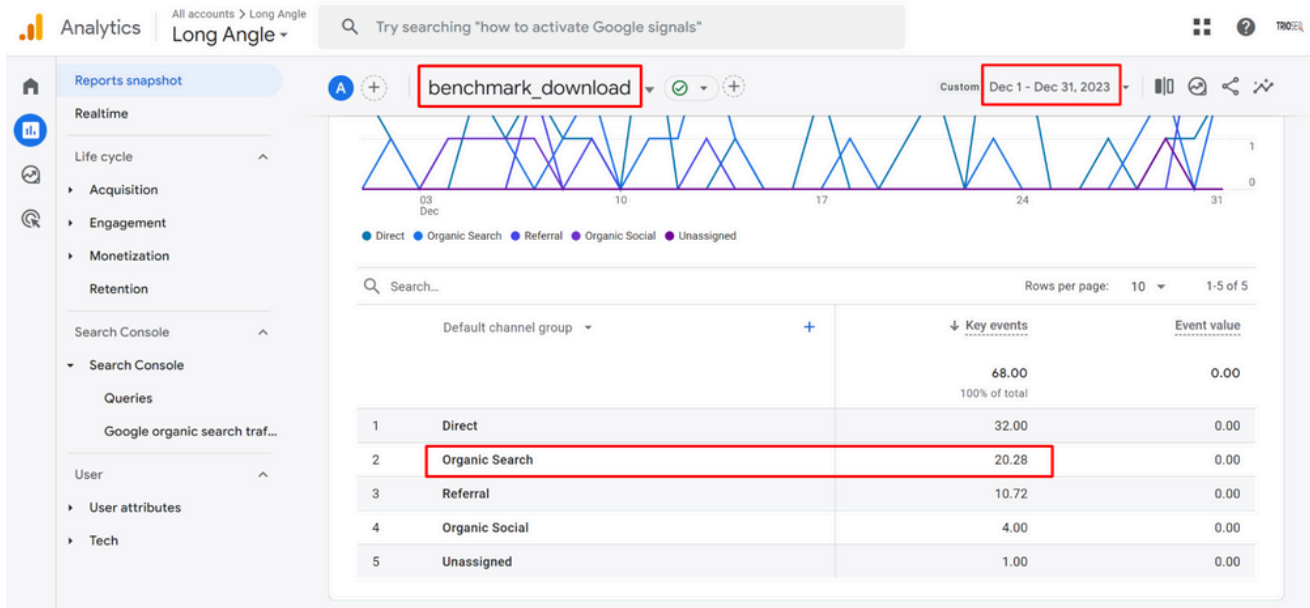
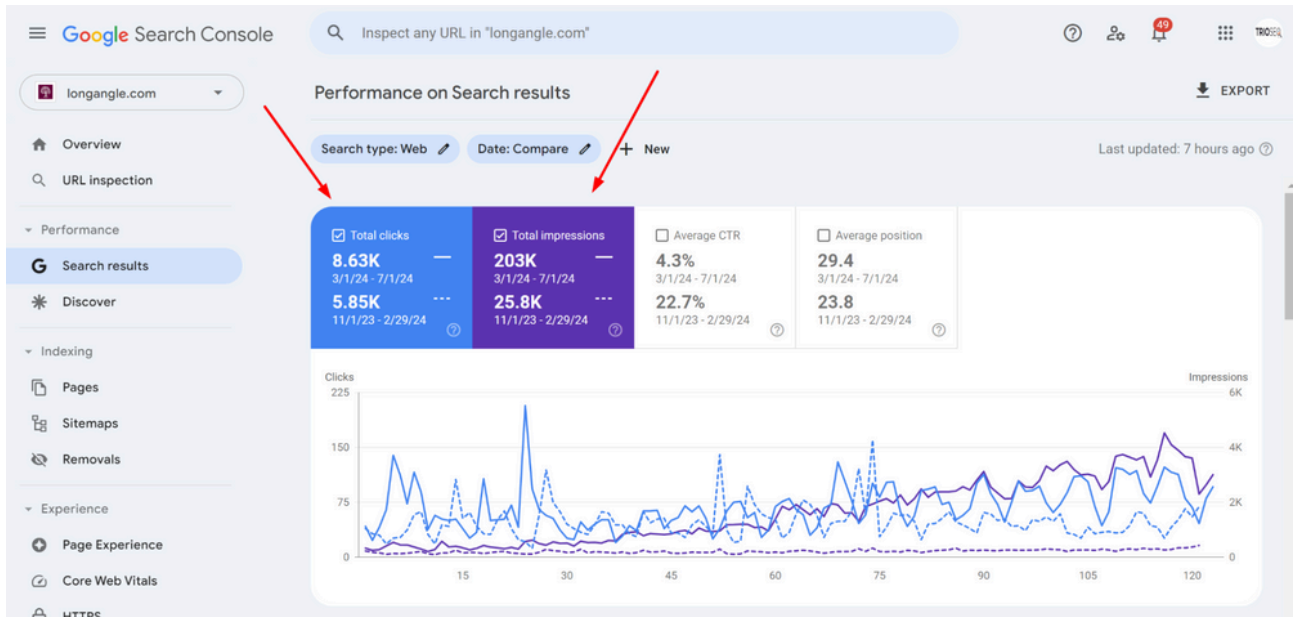
We'll share the results with you and then jump on a call to answer any questions about SEO and growing your website's organic traffic.

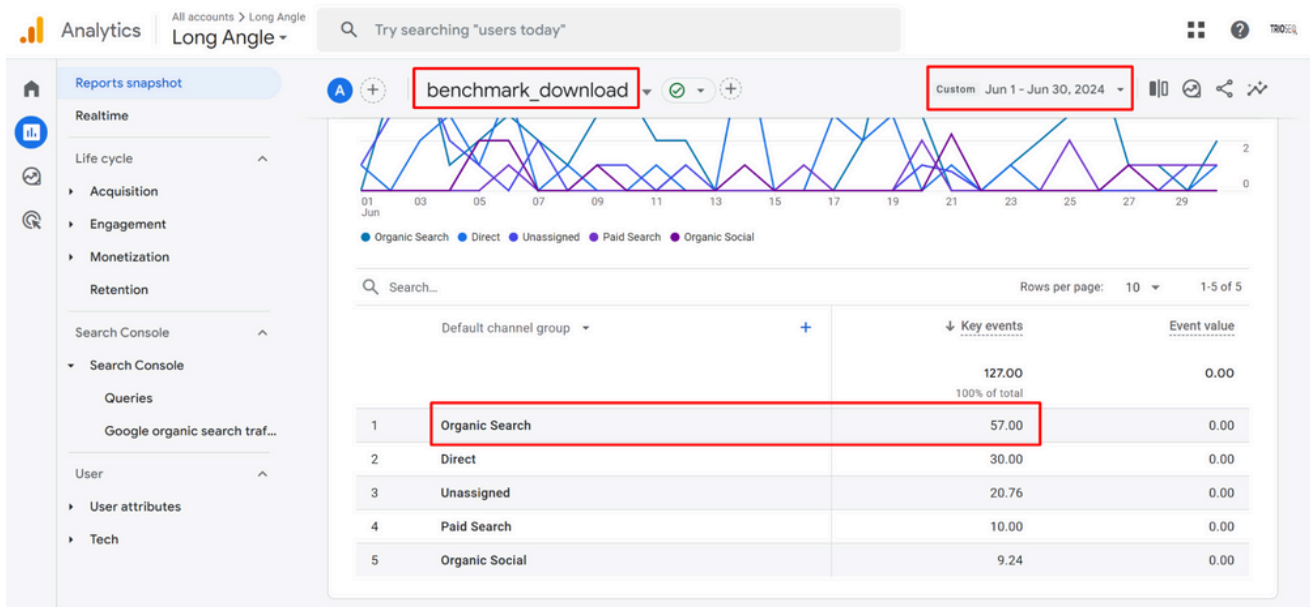
**Get Audit**



# The Results

Before we dive into the specifics of how we grew Long Angle's SEO, here's a snapshot of the results we got:





URL	Status	Traffic	Change	Value	Change	Keywords	Change	Top keyword	Volume	Position
https://www.longangle.com/		462 29.8%	<div></div>	\$1.8K	<div></div>	74	<div></div>	long angle	900	1
https://www.longangle.com/blog/high-net-worth-wealth-management	New	305 19.7%	<div></div>	\$2.5K	<div></div>	85	<div></div>	high net worth wealth management	500	1
https://www.longangle.com/high-net-worth-asset-allocation	New	93 6.0%	<div></div>	\$225	<div></div>	73	<div></div>	high net worth asset allocation	70	1
https://www.longangle.com/blog/ypo-requirements	New	67 4.3%	<div></div>	\$0	<div></div>	38	<div></div>	ypo requirements	600	5
https://www.longangle.com/blog/tiger-21-vs-ypo	New	66 4.3%	<div></div>	\$6	<div></div>	28	<div></div>	tiger 21 minimum net-worth	90	1
https://www.longangle.com/blog/high-net-worth-financial-advisors	New	59 3.8%	<div></div>	\$298	<div></div>	94	<div></div>	high net worth financial advisor	150	8
https://www.longangle.com/blog/is-ypo-worth-it	New	57 3.7%	<div></div>	\$3.8	<div></div>	46	<div></div>	is ypo worth it	60	1
https://www.longangle.com/blog/high-net-worth-estate-planning	New	56 3.6%	<div></div>	\$250	<div></div>	30	<div></div>	ultra high net worth estate planning	50	1
https://www.longangle.com/blog/high-net-worth-mortgages	New	52 3.4%	<div></div>	\$103	<div></div>	20	<div></div>	high net worth mortgage	50	1
https://www.longangle.com/blog/high-net-worth-strategies	New	48 3.1%	<div></div>	\$110	<div></div>	39	<div></div>	high net worth investment strategy	20	1
https://www.longangle.com/blog/retirement-cash-flow	New	44 2.8%	<div></div>	\$61	<div></div>	16	<div></div>	retirement cash flow	60	1
https://www.longangle.com/blog/high-net-worth-accountants	New	28 1.8%	<div></div>	\$51	<div></div>	17	<div></div>	accounting services for high net worth	20	1

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL
<input type="checkbox"/> ✓ high net worth wealth management	6	500	29	11.66	188	+188	0	x → 1	New	https://www.longangle.com/blog/high-net-worth-wealth-management ▾ 1 more
<input type="checkbox"/> + longangle	4	150	0	N/A	56	+30	0	→ 1		https://www.longangle.com/ ▾ 6 more
<input type="checkbox"/> + ypo requirements	2	600	4	N/A	42	+42	0	x → 5	New	https://www.longangle.com/blog/ypo-requirements ▾ 1 more
<input type="checkbox"/> + tiger 21 minimum net worth	4	90	2	N/A	31	+31	0	x → 1	New	https://www.longangle.com/blog/tiger-21-vs-ypo ▾
<input type="checkbox"/> + high net worth asset allocation	4	70	8	2.81	27	+27	0	x → 1	New	https://www.longangle.com/high-net-worth-asset-allocation ▾ 1 more
<input type="checkbox"/> + long angle community	3	70	0	N/A	24	+24	0	x → 1	New	https://www.longangle.com/ ▾ 5 more
<input type="checkbox"/> + is ypo worth it	3	60	0	N/A	23	+23	0	x → 1	New	https://www.longangle.com/blog/is-ypo-worth-it ▾ 1 more
<input type="checkbox"/> + retirement cash flow	4	60	8	1.66	21	+21	0	x → 1	New	https://www.longangle.com/blog/retirement-cash-flow ▾
<input type="checkbox"/> + high net worth mortgage	4	50	0	3.10	20	+20	0	x → 1	New	https://www.longangle.com/blog/high-net-worth-mortgages ▾ 1 more
<input type="checkbox"/> + ultra high net worth estate planning	5	50	4	5.57	19	+19	0	x → 1	New	https://www.longangle.com/blog/high-net-worth-estate-planning ▾
<input type="checkbox"/> + hnw wealth management	4	150	12	4.57	19	+19	0	x → 3	New	https://www.longangle.com/blog/high-net-worth-wealth-management ▾ 1 more



Scott Nixon

1 review

📍 US



Jun 3, 2024

### Highly Effective and Accessible SEO Agency

We've been working with this SEO agency for some time now, and they have consistently delivered outstanding results. Their structured approach to understanding our target audience has been instrumental in refining our strategies and reaching our goals. They develop comprehensive 90-day strategies on a quarterly basis, ensuring we stay on track and adapt to changes effectively.

The team executes against our target quality with precision, and their accessibility is second to none. They are always willing to address any one-off questions we have, making the entire process smooth and collaborative. We highly recommend their services to anyone looking to enhance their SEO efforts. Five stars!

**Date of experience:** June 03, 2024

👍 Useful

🔗 Share



## Where Did Long Angle Start?

Long Angle was in a special situation:

<b>Domain Rating</b>	2 out of 100	<b>Backlink Profile</b>	Beginner
<b>CRO Set Up</b>	Existing lead magnet	<b>SEO Traffic</b>	Heavily reliant on brand name
<b>Concerns</b>	Low domain authority in finance niche	<b>Opportunities</b>	Bottom-of-funnel competitor terms

When TrioSEO first met with the Long Angle team, we were realistic about the challenges ahead since their domain rating (DR) was 2. The finance arena is typically more competitive, and a high DR is (usually) a must.

However, with careful planning and strategizing, Long Angle's SEO exploded, and we saw incredible results.

## What Was Our Strategy to Grow Their SEO?

Before we created content, our team did an in-depth analysis of their website:

<b>Current Content Analysis</b>	Few expert-written blogs, but no rankings
<b>Keyword Research</b>	Good opportunity to establish topical authority
<b>Competitor Analysis</b>	Great potential to explore competitor keywords
<b>Business Analysis</b>	Has 1 primary lead magnet driving organic sign-ups
<b>ICP Understanding</b>	HNW CEOs, Founders, Post-Exit Entrepreneurs

Next, we met with their marketing manager and discussed the content strategy for our first 90-day sprint.

Our first goal was to cover all the 'High Net Worth' (HNW) topics within reach and grow their topical authority—a win-win.

Why?

Their ideal customer searched for HNW-related keywords, and Google would quickly establish them as an authority.



Here are some keywords we decided to go after together:

Keyword	Volume	KD	Group	Funnel	Hub
tiger 21 vs ypo (vs long angle)	30	0	March '24	BOFU	competitors
high net worth estate planning	100	7	March '24	MOFU	retirement
high net worth retirement	40	2	March '24	MOFU	retirement
high net worth wealth management	400	11	March '24	BOFU	investing
high net worth strategies	350	7	March '24	BOFU	investing
alternative investments for high net worth	10	30	March '24	BOFU	investing
high net worth asset allocation real estate	10	14	March '24	BOFU	investing
high net worth tax strategies	150	7	March '24	BOFU	taxes
family office impact investing	50	6	April '24	MOFU	investing
high net worth financial advisors	700	24	April '24	MOFU	investing
roth 401k vs 401k for high income earners	90	19	April '24	MOFU	investing
high net worth accountants	40	0	April '24	MOFU	taxes
high net worth lending	50	3	May '24	BOFU	real estate
high net worth mortgages	50	0	May '24	MOFU	real estate
high net worth interest-only mortgage	60	11	May '24	MOFU	real estate
real estate syndication	4300	18	May '24	MOFU	real estate

We targeted a mixture of bottom-of-funnel (BOFU) and middle-of-funnel (MOFU) topics: keywords with high intent relevant to their offer.

As with all clients, we start with BOFU content and expand into MOFU and TOFU (top-of-funnel) to strengthen topical authority. But what really matters is BOFU content—that's what moves the needle for any company's SEO ROI.

We also suggested some improvements on their website that they could make to improve the chances of their SEO performance:

1. **CRO:** More integrated CTAs
2. **Blog Design:** Enhancements as per EEAT guidelines
3. **Website Design:** Architecture improvements
4. **Backlink Building:** Investing in PR linkbuilding

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

Since their lead magnet was a primary focus, we immediately upgraded that page to ensure it was SEO-friendly.

What did we do?



- ☒ We optimized the title tag
- ☒ We optimized the primary H1
- ☒ Added more supporting content
- ☒ Upgraded the branding and design
- ☒ Added internal links site-wide pointing back

Making these minor changes quickly helped acquire 50+ new keywords, securing several number 1 rankings and a handful of other top 3 and top 10 rankings.

62 keywords <span>25 Aug 2024</span> <span>Compare with: 25 Aug 2023</span> <span>Filters</span>											
<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	
<input type="checkbox"/> + high net worth asset allocation	4	70	8	2.81	27	+27	0	x → 1	New	https://www.longangle.com/high-net-worth-asset-allocation	1 more
<input type="checkbox"/> + asset allocation by net worth	5	30	12	2.42	12	+12	0	x → 1	New	https://www.longangle.com/high-net-worth-asset-allocation	1 more
<input type="checkbox"/> + asset allocation by age and net worth	2	70	70	2.91	9	+9	0	x → 3	New	https://www.longangle.com/high-net-worth-asset-allocation	
<input type="checkbox"/> + ultra high net worth asset allocation	3	60	35	2.70	9	+9	0	x → 2	New	https://www.longangle.com/high-net-worth-asset-allocation	1 more
<input type="checkbox"/> + asset allocation of the wealthy	4	20	11	2.78	6	+6	0	x → 1	New	https://www.longangle.com/high-net-worth-asset-allocation	
<input type="checkbox"/> + hnwi asset allocation	4	20	8	4.31	6	+6	0	x → 1	New	https://www.longangle.com/high-net-worth-asset-allocation	1 more
<input type="checkbox"/> + net worth allocation	4	10	10	N/A	5	+5	0	x → 1	New	https://www.longangle.com/high-net-worth-asset-allocation	1 more
<input type="checkbox"/> + uhnw asset allocation	5	20	8	2.35	3	+3	0	x → 2	New	https://www.longangle.com/high-net-worth-asset-allocation	1 more
<input type="checkbox"/> + high net worth asset allocation real estate	5	10	9	2.75	2	+2	0	x → 1	New	https://www.longangle.com/high-net-worth-asset-allocation	

We also saw an opportunity to update Long Angle's home page since this was a primary driver for one of their high-intent keywords, 'High Net Worth Networking.'



Beyond changing the H1, backend title tag, and meta description, we planned to add ~750 words of supporting content that spoke to their ICP about the benefits of joining the Long Angle community.

## How Was Everything Implemented?

Once the strategy was thoroughly prepped and agreed upon, our team went to work.

We analyzed top-ranking content for our roadmap's 'high net worth' topics and created SEO-optimized article briefs.

One common misconception about SEO is that 1 blog = 1 keyword, which is true if referring to the primary keyword.

However, good SEO is also about loading pages with tons of secondary keywords.

Think about these like doors in a building: the more doors (e.g., keywords) on the building (e.g., website), the more entry points for visitors.

As you can see below, we loaded up some pages with as many as 50+ keywords.

56 pages		Total traffic: 1.6K		25 Aug 2024	Compare with: 25 Aug 2023		SERP titles		Changes: Charts	
URL	Status	Traffic	Change	Value	Change	Keywords	Change	Top keyword	Volume	Position
https://www.longangle.com/		462 29.8%		\$1.8K		74		long angle	900	1
https://www.longangle.com/blog/high-net-worth-wealth-management	New	305 19.7%		\$2.5K		85		high net worth wealth management	500	1
https://www.longangle.com/high-net-worth-asset-allocation	New	93 6.0%		\$225		73		high net worth asset allocation	70	1
https://www.longangle.com/blog/ypo-requirements	New	67 4.3%		\$0		38		ypo requirements	600	5
https://www.longangle.com/blog/tiger-21-vs-ypo	New	66 4.3%		\$6		28		tiger 21 minimum net-worth	90	1
https://www.longangle.com/blog/high-net-worth-financial-advisors	New	59 3.8%		\$298		94		high net worth financial advisor	150	8
https://www.longangle.com/blog/is-ypo-worth-it	New	57 3.7%		\$3.8		46		is ypo worth it	60	1
https://www.longangle.com/blog/high-net-worth-estate-planning	New	56 3.6%		\$250		30		ultra high net worth estate planning	50	1
https://www.longangle.com/blog/high-net-worth-mortgages	New	52 3.4%		\$103		20		high net worth mortgage	50	1
https://www.longangle.com/blog/high-net-worth-strategies	New	48 3.1%		\$110		39		high net worth investment strategy	20	1
https://www.longangle.com/blog/retirement-cash-flow	New	44 2.8%		\$61		16		retirement cash flow	60	1

In just 5 months, we had added almost 900 keywords to their site — all of which had various rankings (that's a lot of doors).

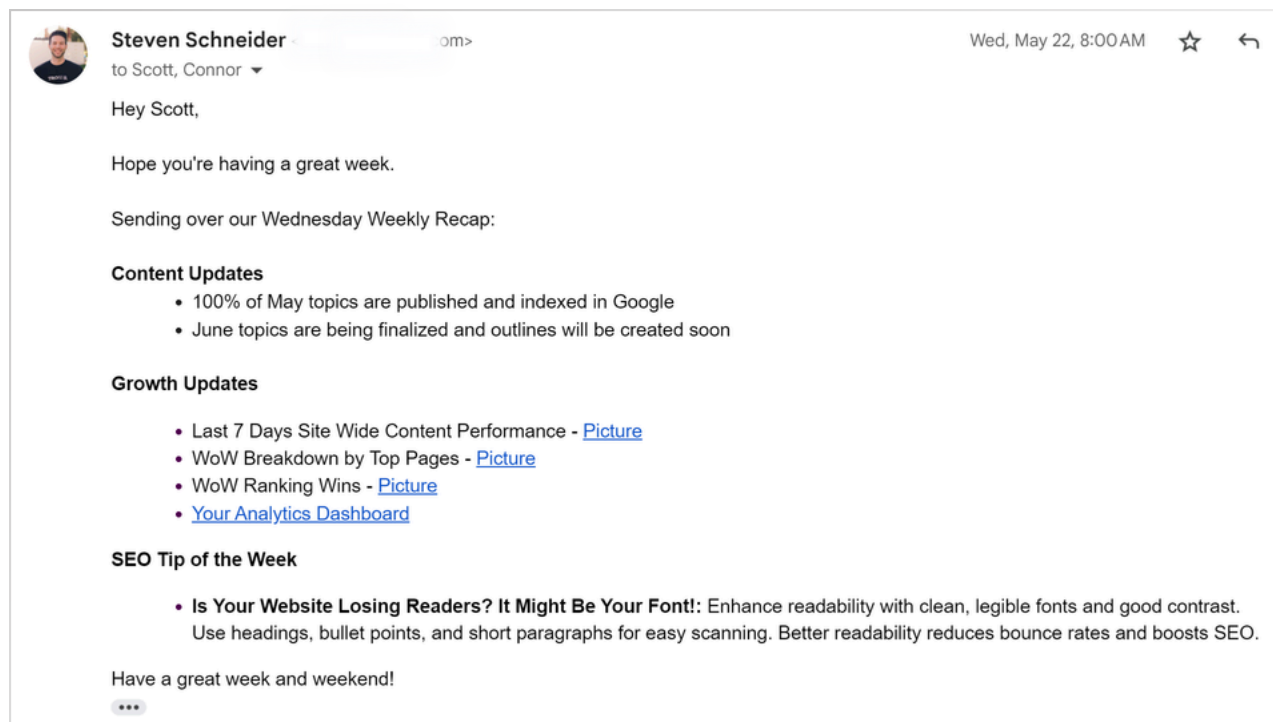
Organic keywords How to use

Monthly volume United States Position: New Lowest DR Volume KD CPC Traffic SERP fe

869 keywords 25 Aug 2024 Compare with: 25 Feb 2024 Filters

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position <span>▲</span> Change	URL
<input type="checkbox"/> + high net worth mortgage	4	50	0	3.10	20	+20	0	× → 1	New <a href="https://www.longangle.com/blog/high-net-worth-mortgages">https://www.longangle.com/blog/high-net-worth-mortgages</a> <span>▼ 1 more</span>
<input type="checkbox"/> + high net worth asset management	4	50	5	N/A	11	+11	0	× → 1	New <a href="https://www.longangle.com/blog/high-net-worth-wealth-management">https://www.longangle.com/blog/high-net-worth-wealth-management</a> <span>▼ 1 more</span>
<input type="checkbox"/> + accounting services for high net worth individuals	1	20	0	N/A	8	+8	0	× → 1	New <a href="https://www.longangle.com/blog/high-net-worth-accountants">https://www.longangle.com/blog/high-net-worth-accountants</a> <span>▼</span>
<input type="checkbox"/> + high net worth investment strategy	6	20	12	4.82	8	+8	0	× → 1	New <a href="https://www.longangle.com/blog/high-net-worth-strategies">https://www.longangle.com/blog/high-net-worth-strategies</a> <span>▼ 1 more</span>

During the process, we kept Scott (Long Angle’s marketing manager) up-to-date with weekly email updates, a custom analytics dashboard, and regular emails discussing different points where we needed their input.



**Another big win** for Long Angle was targeting competitor keywords.

Many brands are hesitant to publish content that discusses competitors, but this is one of the best moves for your SEO.



1. You position your brand in organic search for those terms
2. You position your brand within that conversation
3. You position your brand as an alternative
4. This is extremely high-intent content
5. It is very bottom-of-funnel

So we did just that.

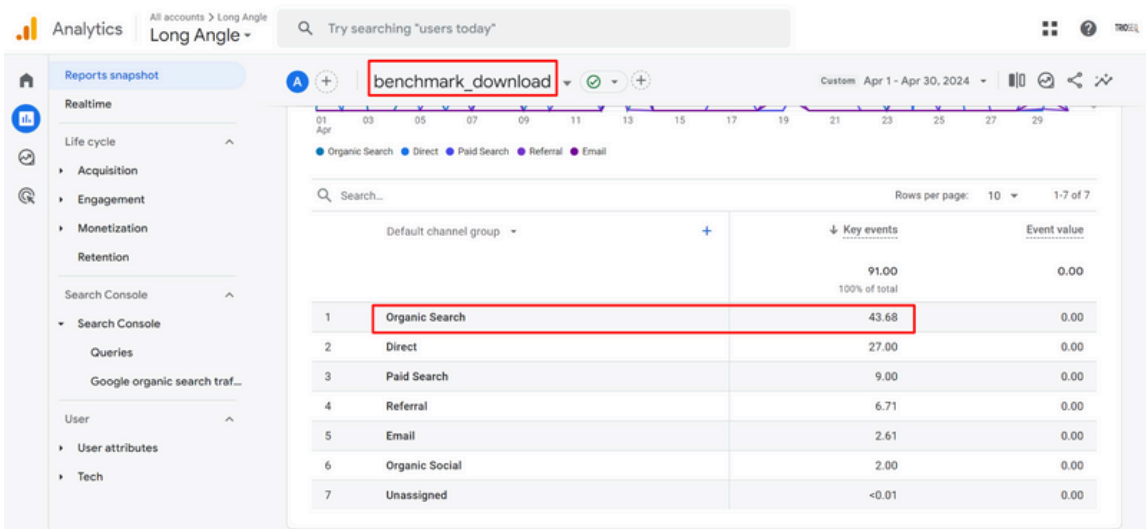
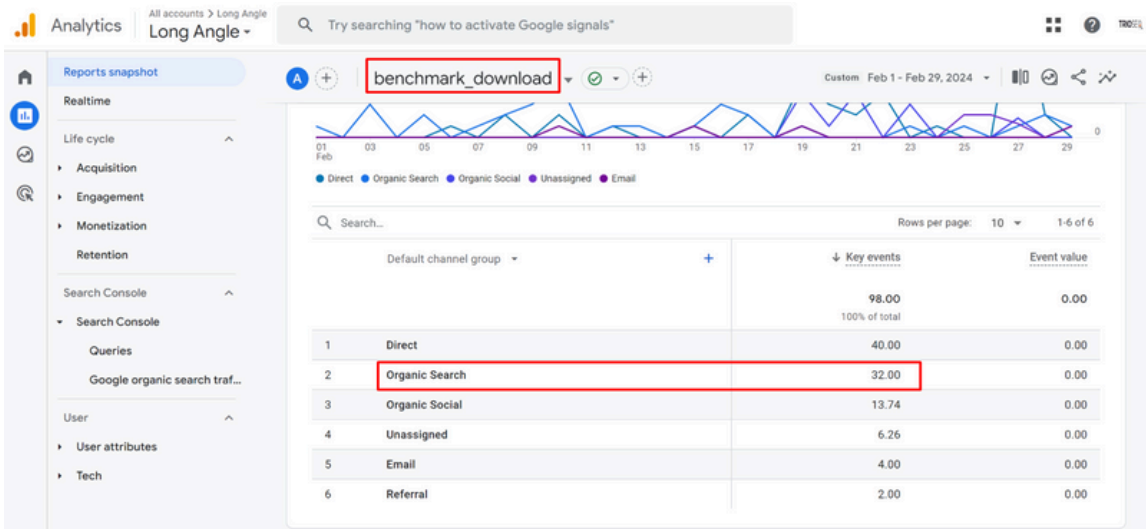
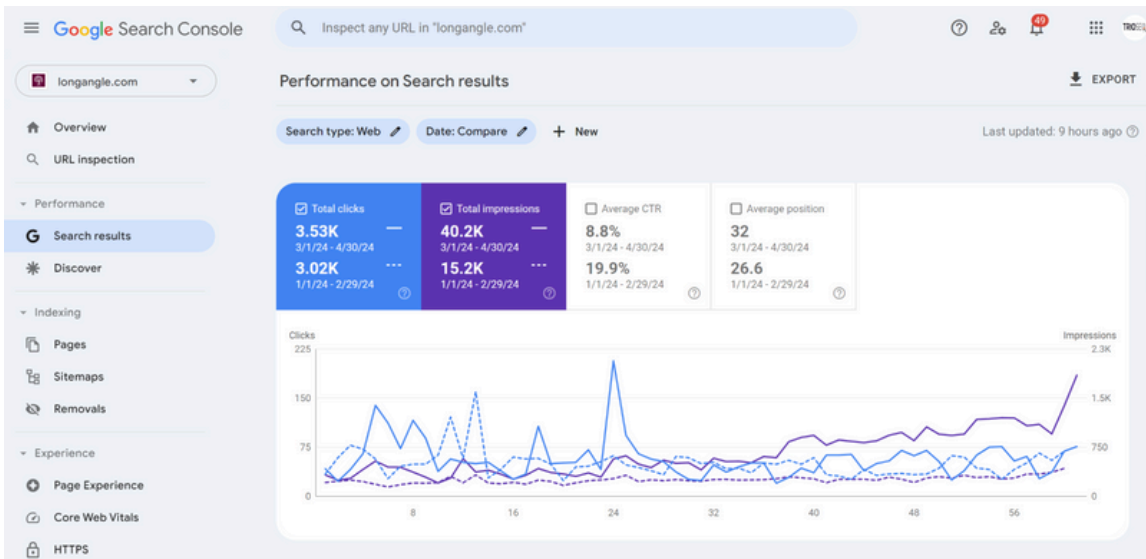
Our team wrote several articles about their competitors and then offered Long Angle as a better solution to those readers. The results were astounding.

## How Fast Did Long Angle See Results?

We always aim to see some growth within 60 days, and Long Angle was no exception.

After making updates across the site, in just 60 days, Long Angle saw a:

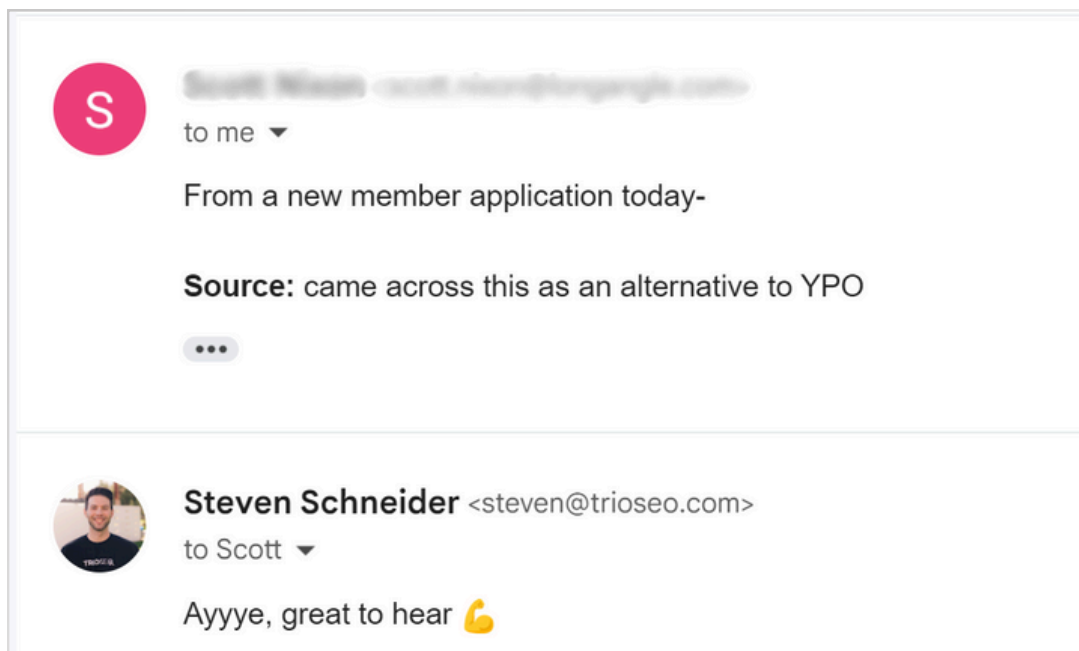
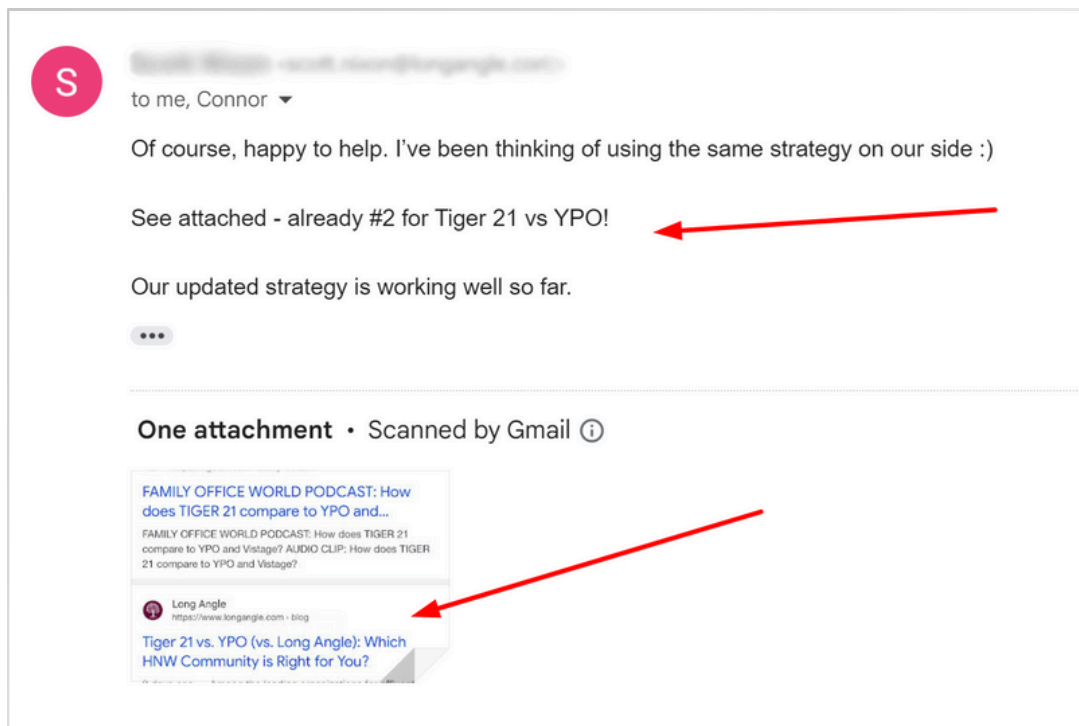
- 17% increase in clicks
- 165% increase in impressions
- 37% increase in organic lead magnet downloads



As mentioned above, competitor content performed very well.

After a few weeks, Long Angle was ranking in the top 10, top 5, and 1st in some cases.

When people searched for their competitor, Long Angle held the top spot.





Here are some of the keyword rankings for those articles:

URL	Status	Traffic	Change	Value	Change	Keywords	Change	Top keyword	Volume	Position	Content changes	Inspe		
https://www.longangle.com/blog/ypo-re-quirements ▾	New	67 4.3%		\$0		38 ▲	=	🇺🇸 ypo requirements	600	5	N/A	Q		
38 keywords 🇺🇸 United States ▾												<a href="#">Open in a new tab</a>	<a href="#">Export</a>	×
Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated			
ypo requirements	2	600	4	N/A	32	+32	0	× → 5	New	https://www.longangle.com/blog/ypo-requiremen ts ▾	2 d ago			
ypo membership requirements	2	100	5	N/A	8	+8	0	× → 5	New	https://www.longangle.com/blog/ypo-requiremen ts ▾	10 Aug 2024			
ypo qualifications	4	70	4	N/A	5	+5	0	× → 5	New	https://www.longangle.com/blog/ypo-requiremen ts ▾	6 d ago			
ypo membership	3	300	16	N/A	3	+3	0	× → 14	New	https://www.longangle.com/blog/ypo-requiremen ts ▾	3 d ago			
ypo age limit	3	30	4	N/A	2	+2	0	× → 5	New	https://www.longangle.com/blog/ypo-requiremen ts ▾	5 d ago			
ypo criteria	3	70	5	N/A	2	+2	0	× → 9	New	https://www.longangle.com/blog/ypo-requiremen ts ▾	28 Jul 2024			
what does ypo stand for	3	100	3	N/A	2	+2	0	× → 12	New	https://www.longangle.com/blog/ypo-requiremen ts ▾	31 Jul 2024			
ypo cost	2	60	1	N/A	1	+1	0	× → 12	New	https://www.longangle.com/blog/ypo-requiremen ts ▾	7 Aug 2024			
what is ypo gold	4	20	22	N/A	1	+1	0	× → 8	New	https://www.longangle.com/blog/ypo-requiremen ts ▾	1 d ago			
ypo gold membership requirements	2	30	3	N/A	1	+1	0	× → 9	New	https://www.longangle.com/blog/ypo-requiremen ts ▾	1 Aug 2024 <span>2</span>			

URL	Status	Traffic	Change	Value	Change	Keywords	Change	Top keyword	Volume	Position
https://www.longangle.com/blog/tiger-21-vs-ypo ▾	New	66 4.2%	■	\$6	↓	28 ▲	■	🇺🇸 tiger 21 minimum net-worth	90	1
28 keywords 🇺🇸 United States ▾ <span>🔗 Open in a new ta</span>										
Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL
tiger 21 minimum net-worth	4	90	2	N/A	31	+31	0	× → 1	New	🇺🇸 https://www.longangle.com/blog/tiger-21-vs-ypo ▾
tiger 21 requirements	5	150	0	N/A	10	+10	0	× → 5	New	https://www.longangle.com/blog/tiger-21-vs-ypo ▾
tiger 21 vs ypo	7	20	0	N/A	8	+8	0	× → 1	New	🇺🇸 📄 https://www.longangle.com/blog/tiger-21-vs-y po ▾
tiger 21 membership cost	2	40	3	N/A	4	+4	0	× → 4	New	https://www.longangle.com/blog/tiger-21-vs-ypo ▾
tiger 21 membership fee	4	20	2	N/A	2	+2	0	× → 3	New	https://www.longangle.com/blog/tiger-21-vs-ypo ▾
tiger 21 club	3	300	7	2.00	2	+2	0	× → 16	New	https://www.longangle.com/blog/tiger-21-vs-ypo ▾
tiger 21 reviews	4	20	0	N/A	1	+1	0	× → 5	New	https://www.longangle.com/blog/tiger-21-vs-ypo ▾
what is tiger 21	5	60	8	N/A	1	+1	0	× → 11	New	https://www.longangle.com/blog/tiger-21-vs-ypo ▾
tiger 21 membership	4	60	5	N/A	1	+1	0	× → 11	New	https://www.longangle.com/blog/tiger-21-vs-ypo ▾
tiger 21 group	5	40	6	N/A	1	+1	0	× → 10	New	https://www.longangle.com/blog/tiger-21-vs-ypo ▾

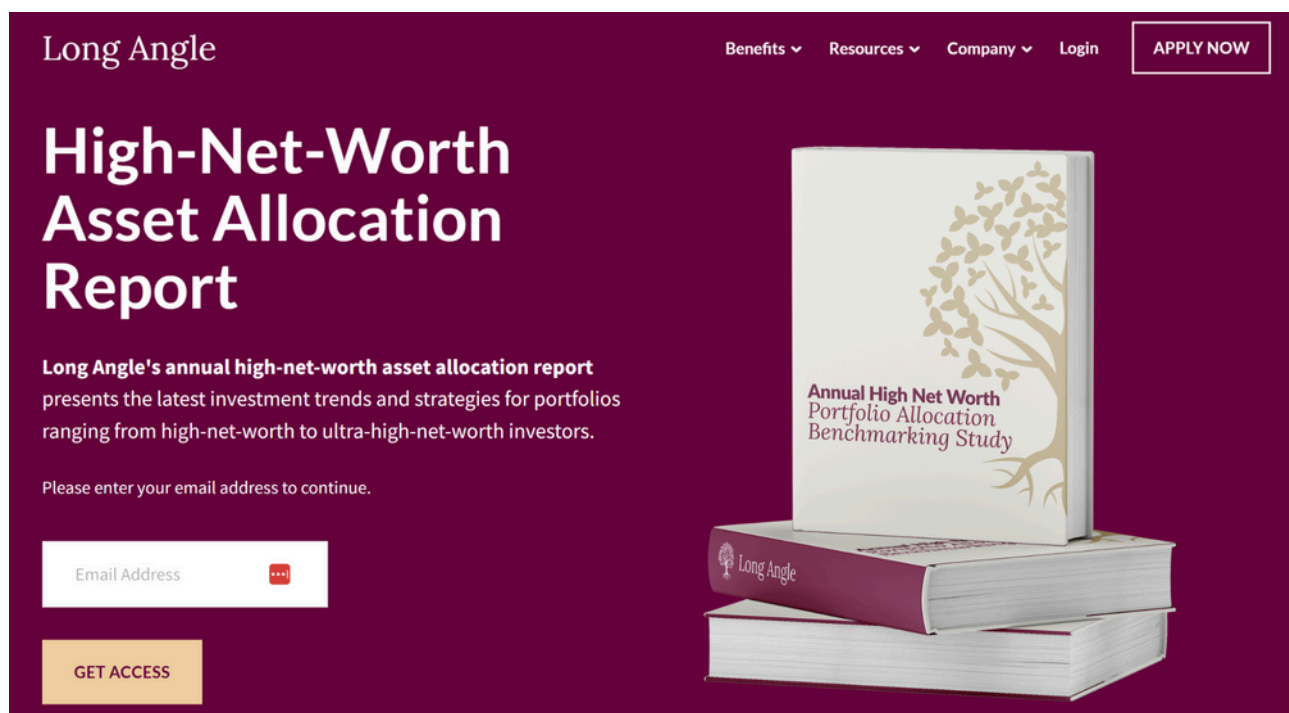
## What Other Upgrades Did We Help With?

In addition to creating content, we advised Long Angle on other aspects of its website, such as user experience (UX) and conversion rate optimization (CRO).

Let's take a look at their lead magnet download page.

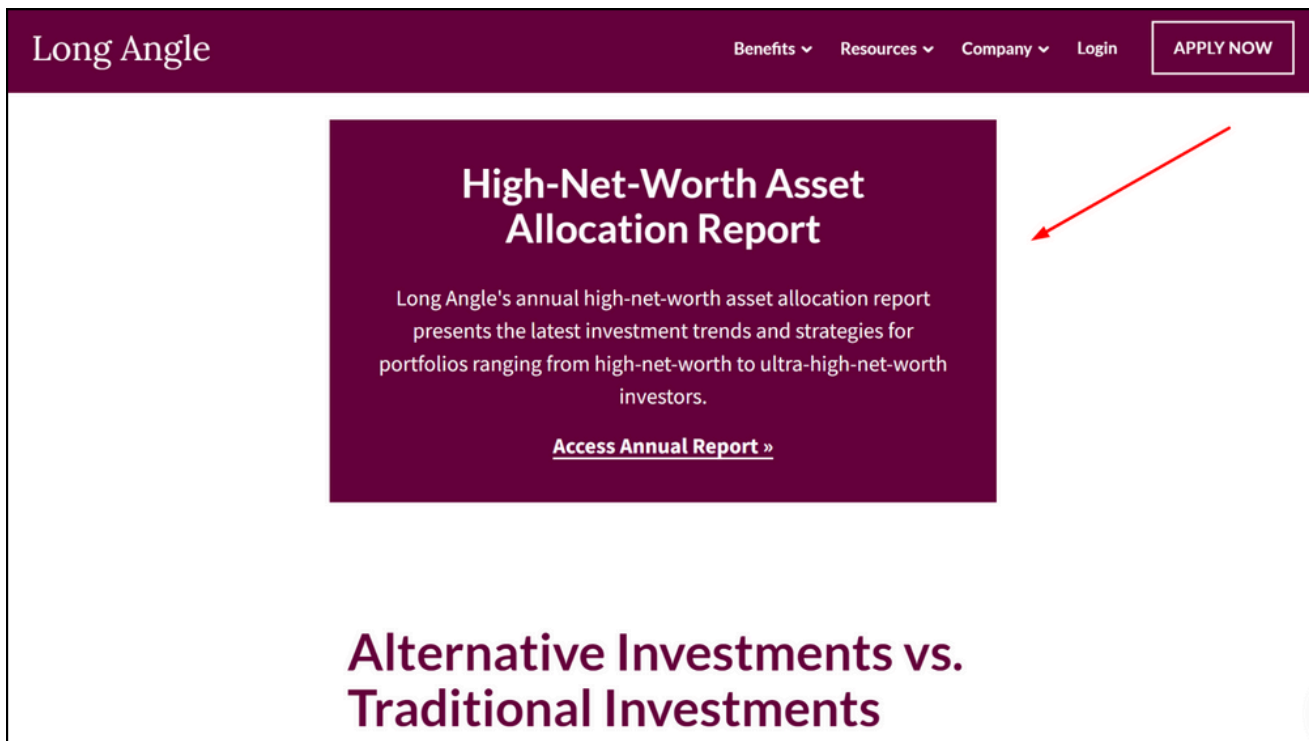
### How did we help?

- Helping them design a more professional mock-up
- Adding clear copy to the hero section above the fold
- Optimizing this section with secondary keywords
- Advising them on a clear call-to-action



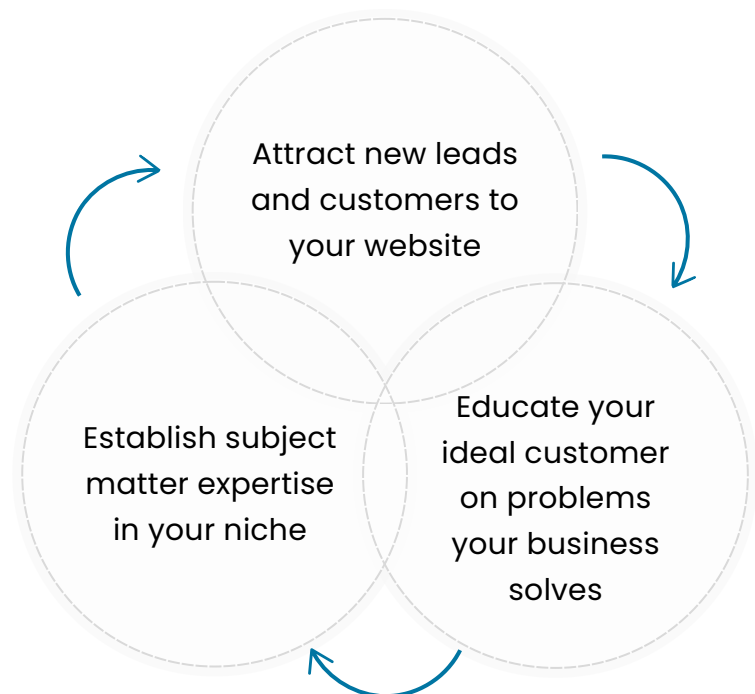
Since that lead magnet was one of their KPIs, we also embedded it within blogs.

Here it is shown in the body of one of their posts.



## How Did It Impact Long Angle's Business?

The goal of SEO is **threefold**:



For Long Angle, we're happy to say that we achieved **all three and then some:**



## 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 Daniel Little, CEO of [Link My Books](#).

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.

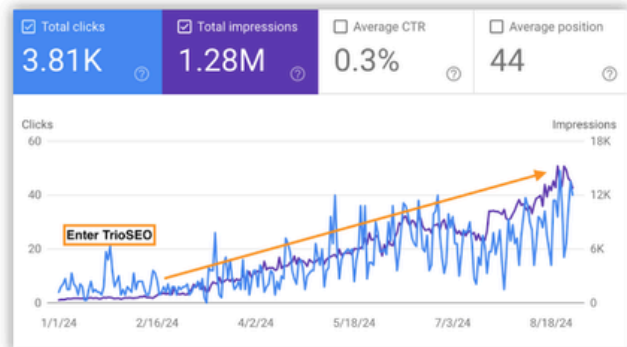
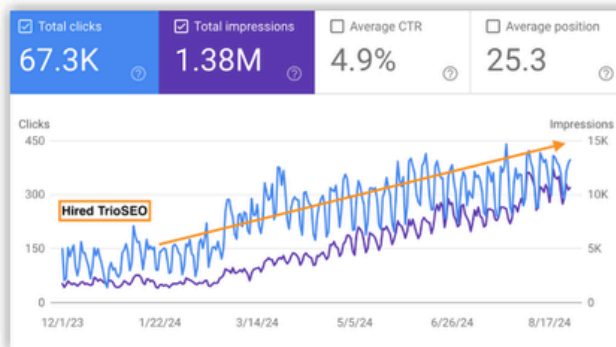
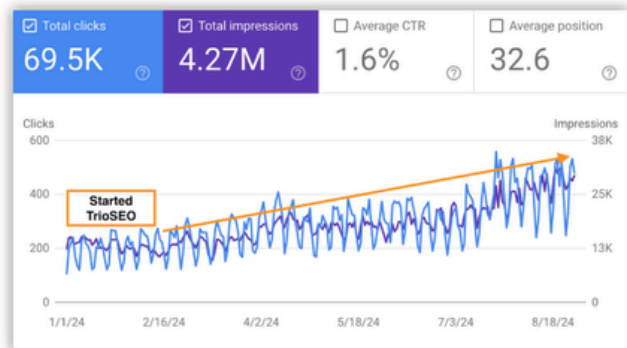
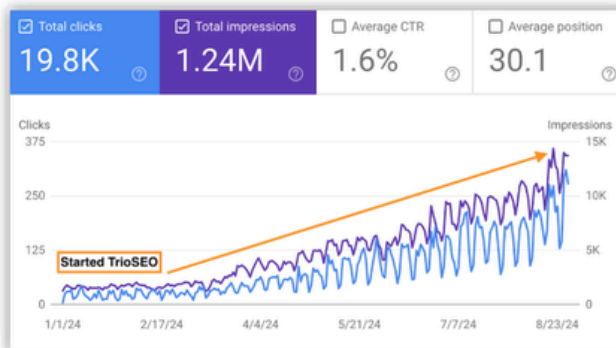


**Daniel Little**  
Link My Books

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.

