

## Case Study

**How TrioSEO Grew Hello Audio's  
Organic Clicks 210% YoY  
(and won 76 #1 Rankings)**



By Steven Schneider, Co-Founder & CEO of TrioSEO

## Executive Summary

This case study showcases how TrioSEO helped grow Hello Audio's organic search over a one-year period of working together.

Hello Audio is a podcast hosting platform designed for entrepreneurs, course creators, and coaches to deliver private, on-demand audio content. It simplifies the process of creating and sharing podcasts, enabling users to connect with their audiences through personalized, binge-able audio experiences.

## Key Wins

Below are some key wins we saw:

## Analytics Growth

- 210% Click Growth (YoY)
- 11.4K Clicks per Month (Peak)
- 582% Impression Growth (YoY)
- 511K Impressions per Month (Peak)
- 10.4K Unique Visitors per Month (Peak)

## Content Growth

→ 96 Blog Posts

→ 76 #1 Rankings

→ 118 Top 3 Rankings

→ 590 Top 10 Rankings

→ 5,800 New Keywords

## TrioSEO's Approach

Our approach from the start was to focus on bottom-of-the-funnel (BOFU) content and publish 8 articles per month. After working with them for a year, the blog has grown to 100+ articles, and the site's organic presence has exploded.

From day one, we emphasized on-page user experience and catered to Google's E-E-A-T content guidelines, upgrading Hello Audio's expertise, experience, authority, and trust within their blog.

In the first 90 days, our team tackled updates and new content, focusing on high-intent keywords related to 'private podcasting.'

From there, we targeted other content categories related to their ideal customer profile (ICP), giving them the best opportunity to convert browsers into buyers.



## Letter from Founders

Hey there, we are

**Nathan, Steven, and Connor.**

Thanks for reading our SEO Case Study about how we grew Hello Audio's SEO.

This case study will explain how we grew Hello Audio from 4K to 12K monthly clicks (and 75 #1 Rankings) after publishing nearly 100 blogs.

Want to work with us? Sign up for a **free SEO audit and 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 jump on a call to answer any questions about SEO and growing your website's organic traffic.

# The Results

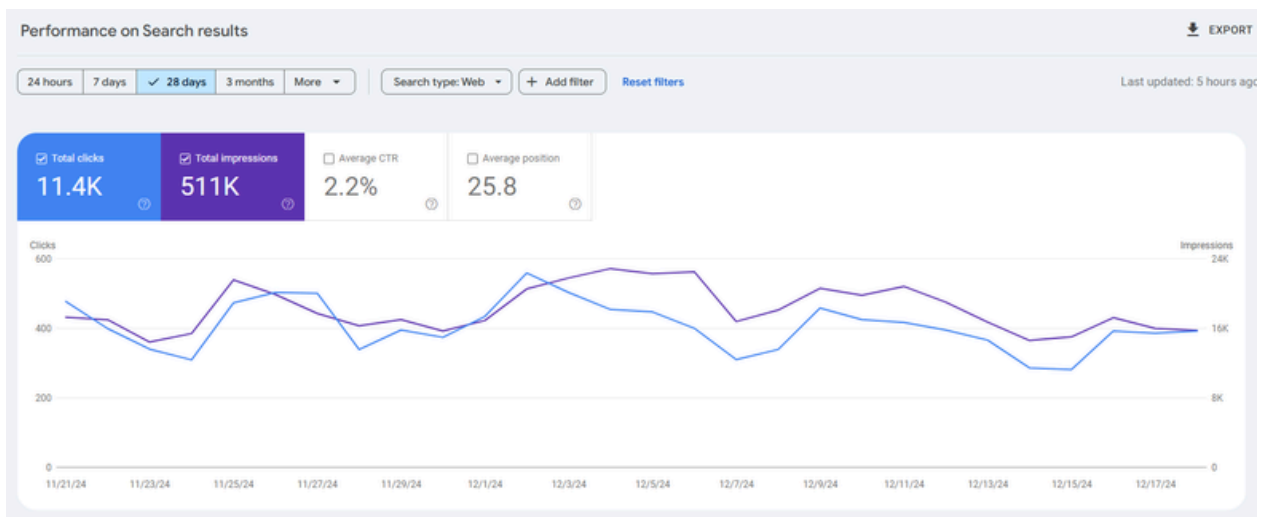
Before we dive into the specifics, here's a snapshot:

## Analytics Growth

➔ 210% Click Growth (YoY)



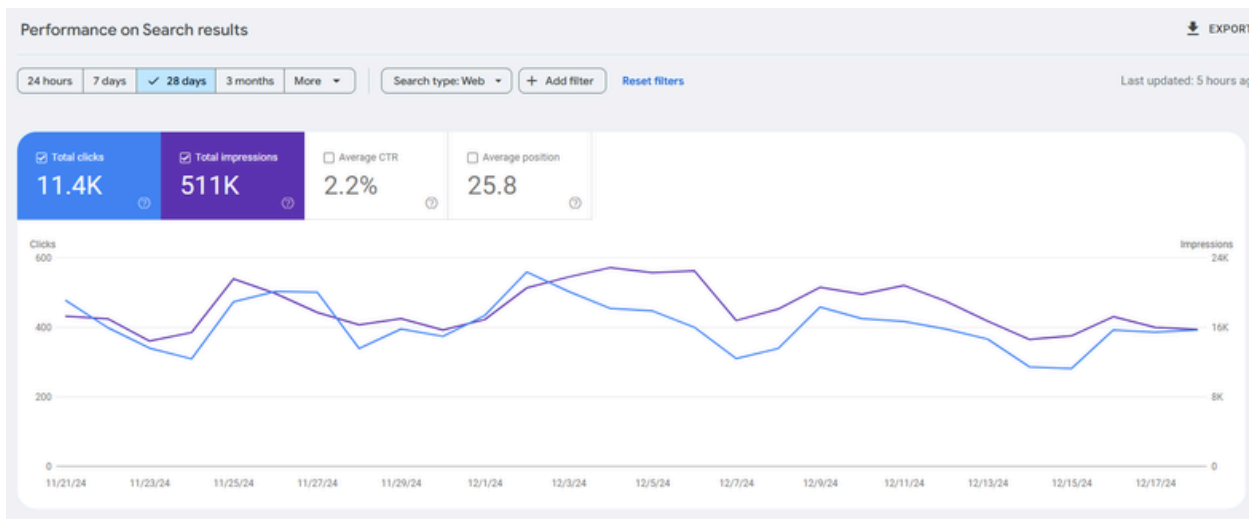
- 11.4K Clicks per Month (Peak)



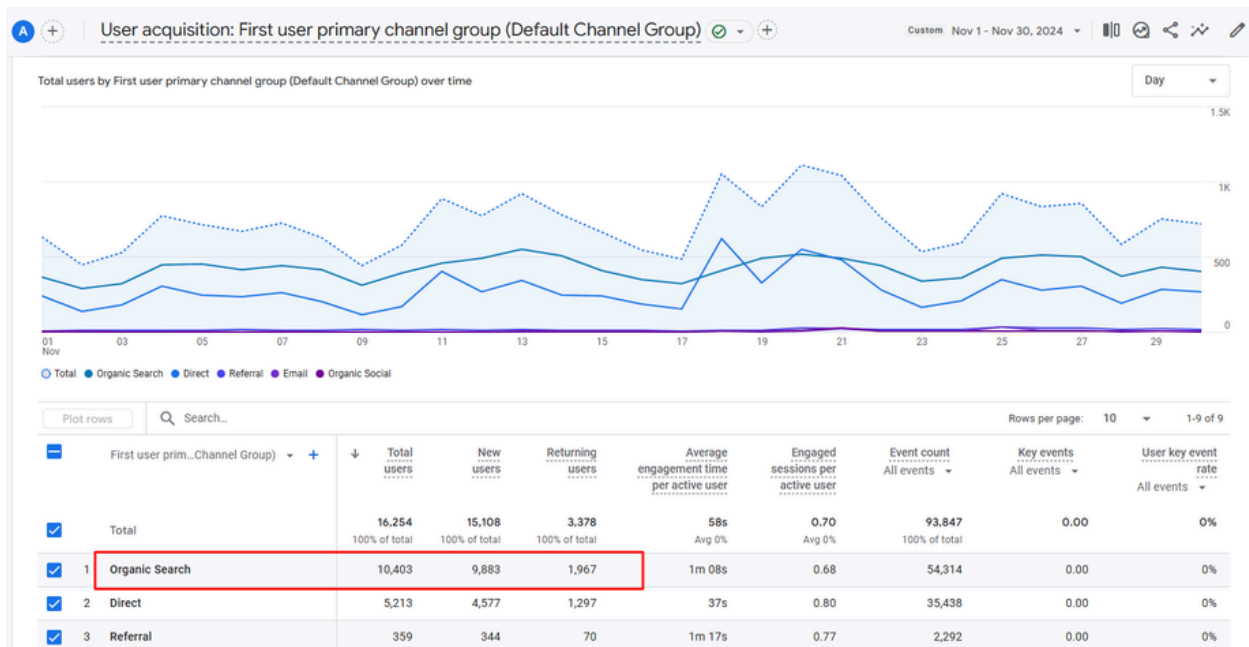
➔ 582% Impression Growth (YoY)



- 511K Impressions per Month (Peak)



➔ 10.4K Unique Vistors per Month



## Content Growth



96 Blog Posts



76 #1 Rankings



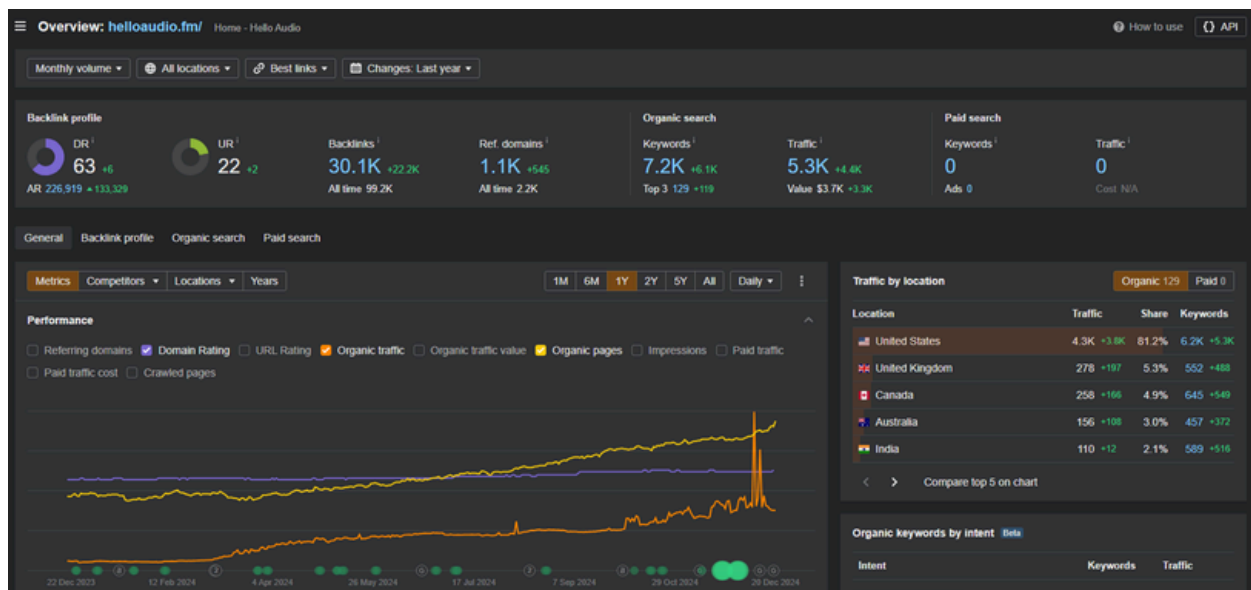
118 Top 3 Rankings



590 Top 10 Rankings



5,800 New Keywords

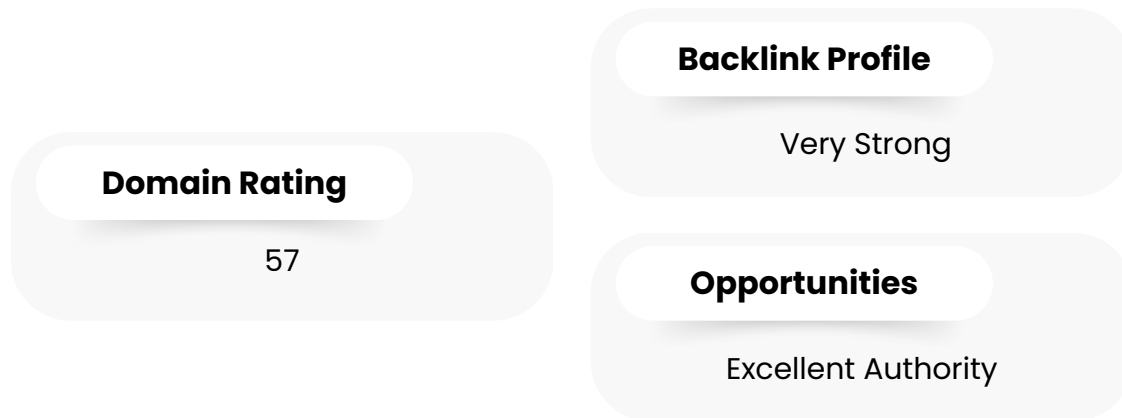


Now, with that said, let's dive into how we made it happen for their SEO.



## Where Did Hello Audio Start?

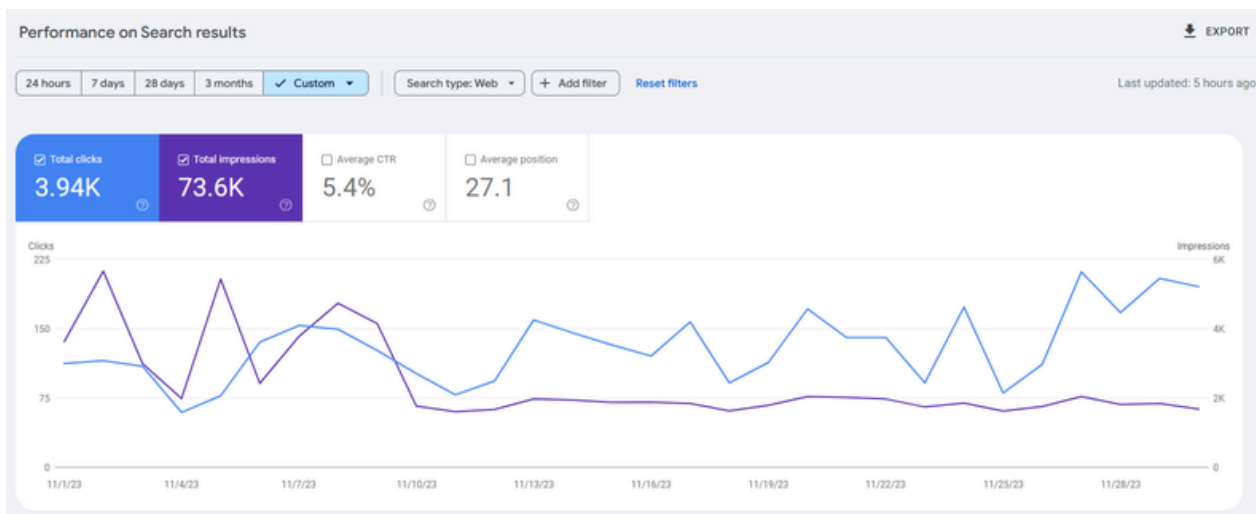
Hello Audio was in a special situation:



Since Hello Audio had such a strong domain authority at the start of our working relationship, we knew content had a high chance of ranking well.

Because Hello Audio had a growing brand and strong affiliate program, we weren't starting from scratch- the site had a decent number of clicks and impressions.

Here is a snapshot from Google Search Console the month before working with TrioSEO.



Aside from a few blogs, most traffic was funneled to their home page and user help guides for Hello Audio users. This meant that our strategy would rely heavily on new content while also looking to upgrade existing content.

## What Was Our Strategy to Grow Their SEO?

Before we published SEO content, we did an in-depth analysis of their website:

### Current Content Analysis

Mixture of blogs and help guides

### Keyword Research

Primary focus on 'private podcasting'

### Competitor Analysis

Few close competitors, more 'podcast host' platforms

### Business Analysis

SaaS to quickly turn content into private podcasts

Next, we met with the client and talked to them about their content strategy for the first 90-day sprint:

Keyword	Group	Funnel	Format	Volume	KD
how to repurpose content	Jan '24	BOFU ▼	new ▼	150	58
repurposing video content	Jan '24	BOFU ▼	new ▼	60	9
repurpose tiktok videos	Jan '24	BOFU ▼	new ▼	40	0
how to repurpose podcast content	Jan '24	BOFU ▼	new ▼	30	3
private podcast	Jan '24	BOFU ▼	update ▼	200	6
benefits of repurposing content	Jan '24	MOFU ▼	new ▼	20	3
content repurposing workflow	Jan '24	MOFU ▼	new ▼	90	6
podcast questions	Jan '24	MOFU ▼	new ▼	2200	6
repurpose meeting recording	Feb '24	BOFU ▼	new ▼	30	0
how to build an online community	Feb '24	BOFU ▼	new ▼	250	15
online community platforms	Feb '24	BOFU ▼	new ▼	300	10
online communities examples	Feb '24	BOFU ▼	new ▼	200	12
online community moderation	Feb '24	MOFU ▼	new ▼	60	3
repurposing content for social media	Feb '24	MOFU ▼	new ▼	100	34
benefits of online community	Feb '24	MOFU ▼	new ▼	40	18
what is an online community	Feb '24	TOFU ▼	new ▼	200	10
content repurposing tools	March '24	BOFU ▼	new ▼	40	15
patreon alternatives	March '24	BOFU ▼	new ▼	500	6
substack alternatives	March '24	BOFU ▼	new ▼	300	4
gumroad alternatives	March '24	BOFU ▼	new ▼	300	4
podia alternatives	March '24	BOFU ▼	new ▼	150	0
buzzsprout alternatives	March '24	BOFU ▼	new ▼	20	0
podbean alternative	March '24	BOFU ▼	new ▼	20	0
how to clean up audio recording	March '24	MOFU ▼	update ▼	50	7

The first sprint was a mixture of updates and new content, with the core focus being new content.

Of course, we focused heavily on high-intent, Bottom-of-the-Funnel (BOFU) content and 'private podcast' topics closely related to Hello Audio's ideal customer profile (ICP).

We also suggested some improvements to improve the user experience of blogs.

Before working with TrioSEO, the blog lacked some **E-E-A-T** elements: experience, expertise, authoritativeness, and trustworthiness. According to Google, "It is used to evaluate if our search ranking systems provide helpful, relevant information."

**Steven Schneider**  
CEO of TrioSEO

 **Repost**

# Hungry?

## Google wants you to **EEAT**

(don't ignore this little SEO acronym)

**Here's what it means:**



**Experience**

- Does content demonstrate experience?
- Did you actually travel to the place?
- Did you actually use the product?
- Did you actually do the thing?

**Expertise**

- Is the information correct?
- Do you know about the thing?
- What career experience proves this?

**Authoritativeness**

- Does your site have niche authority?
- How many backlinks do you have?
- Are they relevant to your niche?
- Are they from trusted sources?
- How about testimonials?

**Trustworthiness**

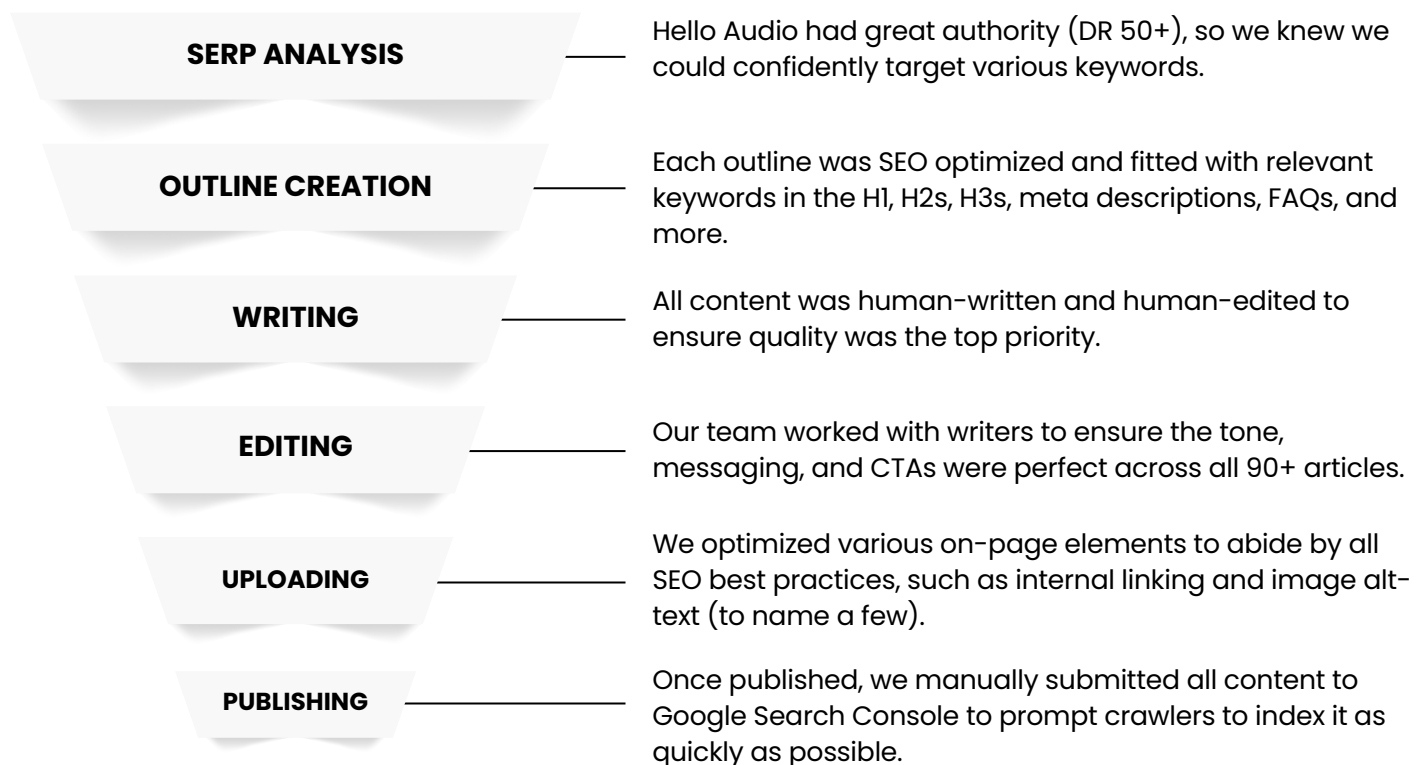
- This evaluates credibility + reliability
- Can people contact you easily?
- How do you handle user data?
- Do you have a privacy policy?
- Do you have a cookie policy?
- Are URLs using HTTPS?

On top of this, we also found an opportunity to cover competitor guides, such as “podbean alternative” and “podia alternatives” (to name a few). These topics were keyword goldmines, allowing our team to load them with many secondary keywords.

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

## How Was It Implemented?

Once the strategy was fully analyzed and agreed upon, we put our team to work:

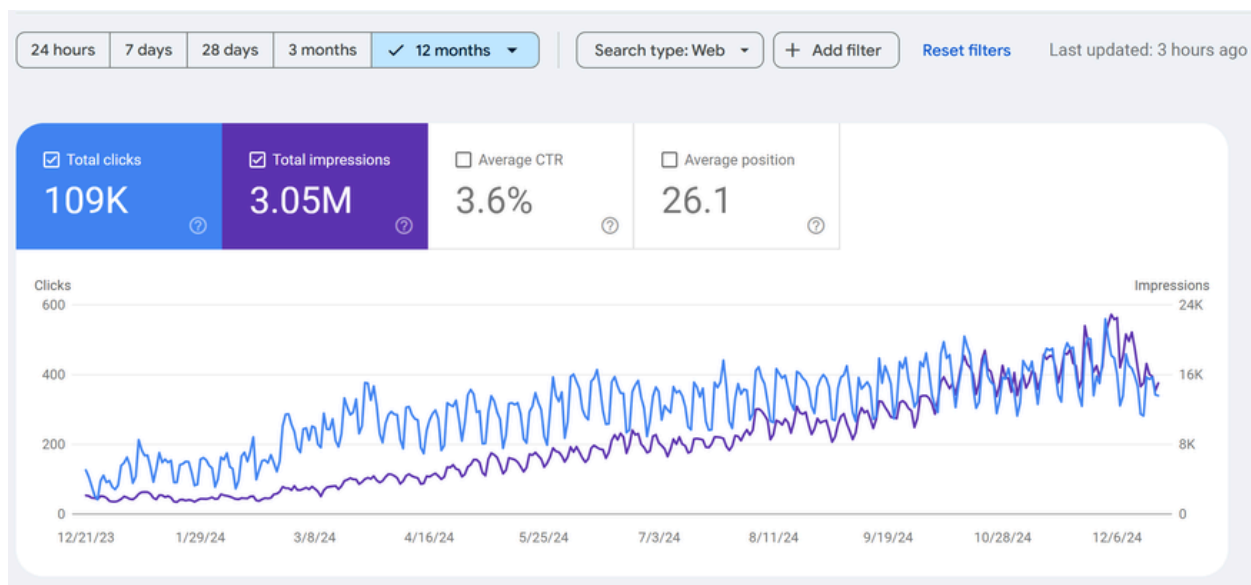


We aimed to write, edit, and publish 8 monthly articles, focusing on various content categories and internally linking blogs per the hub and spoke method.

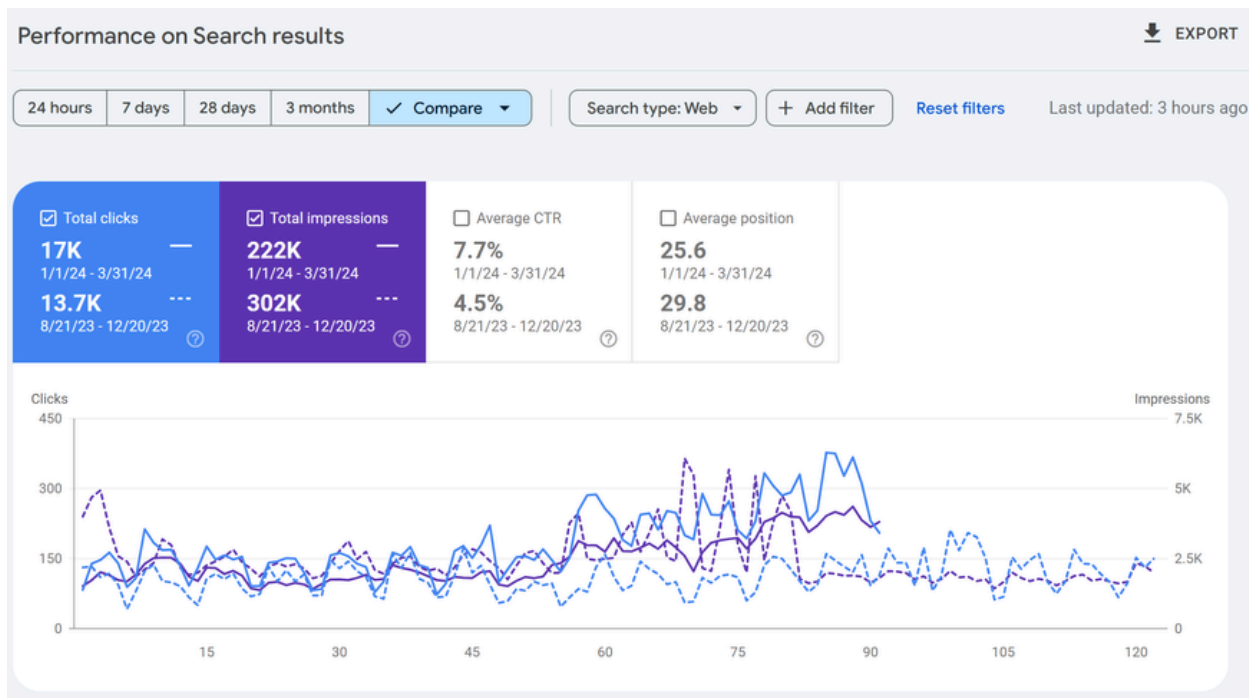
During the process, we kept the client up to date with weekly email updates, their SEO tracker, and regular emails discussing different points where we needed their input.

## How Fast Did the Client See Results?

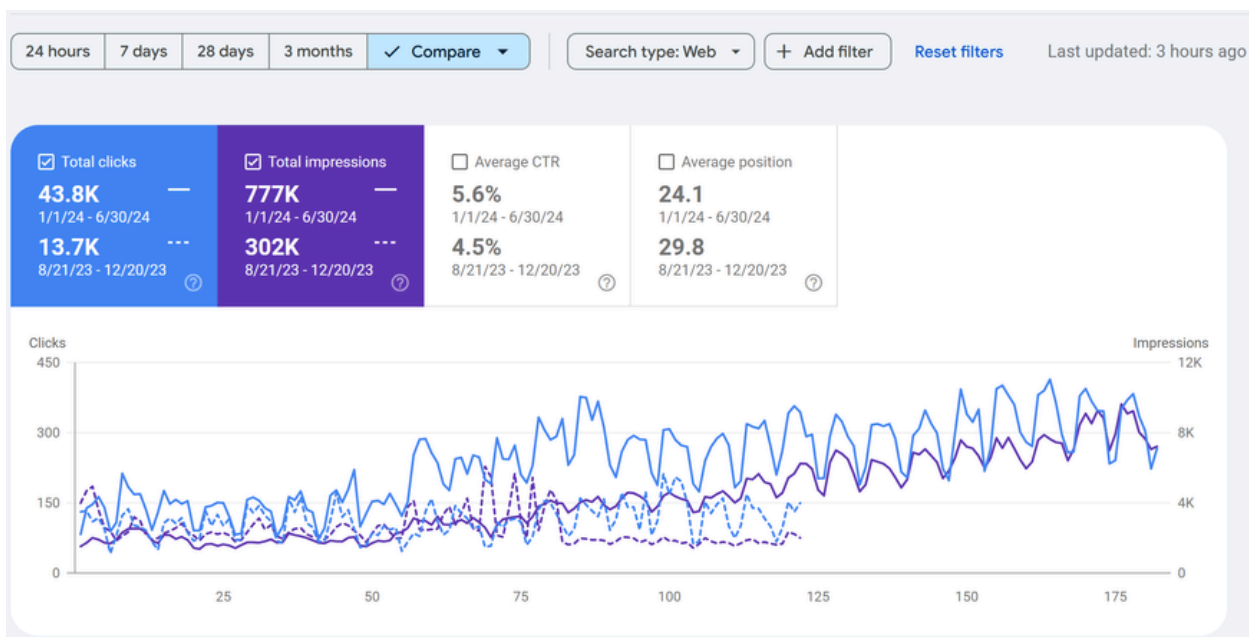
Content started to perform well almost immediately.



In our first 3 months working together with Hello Audio, we had increased clicks by 24% (+3.5K clicks total).



After 6 months, TrioSEO added 26,800 clicks, a 157% increase in one 90-day sprint. That's the power of SEO after content starts to rank and keywords compound.



One article, in particular, was performing exceptionally well and had started to rank for over 1,000 keywords – yes, one article ranked for over a thousand keywords and secured 30 top 3 rankings.

ahrefs Dashboard AI Content Helper Site Explorer Keywords Explorer Site Audit Rank Tracker Content Explorer Web Explorer Competitive Analysis More Connor Gillivan's

https://helloaudio.fm/podcast-questions/ Exact URL Settings Looker Studio

Overview  
Page inspect  
Site structure  
Calendar  
Opportunities  
Backlink profile  
Backlinks  
Broken backlinks  
Referring domains  
Anchors  
Linking authors  
Referring IPs  
Organic search  
Organic keywords  
Top pages  
Organic competitors  
Paid search  
Paid keywords  
Ads  
Paid pages  
Pages  
Best by links

Organic keywords How to use

Monthly volume United States Position Intents Lowest DR Volume KD CPC Organic traffic Paid traffic More filters

1,096 keywords 21 Dec 2024 Compare with: 21 Dec 2023 Filters Columns API Export

Keyword	Intents	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
+ podcast questions funny	I	2	600	0	0.03	221	+221	0	→ 1	New	https://helloaudio.fm/podcast-questions/	3 d ago
✓ podcast questions	I	4	2.4K	4	1.90	215	+215	0	→ 5	New	https://helloaudio.fm/podcast-questions/	18 h ago
+ podcast questions about life	I	5	200	4	2.00	72	+72	0	→ 1	New	https://helloaudio.fm/podcast-questions/	2 Dec 2024
+ funny podcast questions	I	2	200	0	0.04	67	+67	0	→ 1	New	https://helloaudio.fm/podcast-questions/	2 d ago
+ podcast questions for friends	I	3	150	4	0.04	48	+48	0	→ 1	New	https://helloaudio.fm/podcast-questions/	3 d ago
+ good podcast questions	I	5	300	1	0.89	37	+37	0	→ 3	New	https://helloaudio.fm/podcast-questions/	29 Nov 2024
+ podcast interview questions	I	4	250	1	0.03	33	+33	0	→ 5	New	https://helloaudio.fm/podcast-questions/	10 d ago
+ juicy podcast questions	I	4	150	1	N/A	24	+24	0	→ 2	New	https://helloaudio.fm/podcast-questions/	8 d ago



To achieve this, it was very important for our team to focus on high-intent, bottom-of-the-funnel keywords.

What are these keywords? They are terms closely related to Hello Audio's core ICP: private podcasting. We focused heavily on private podcast keywords to ensure they secured top rankings and were connecting with their ideal audience.

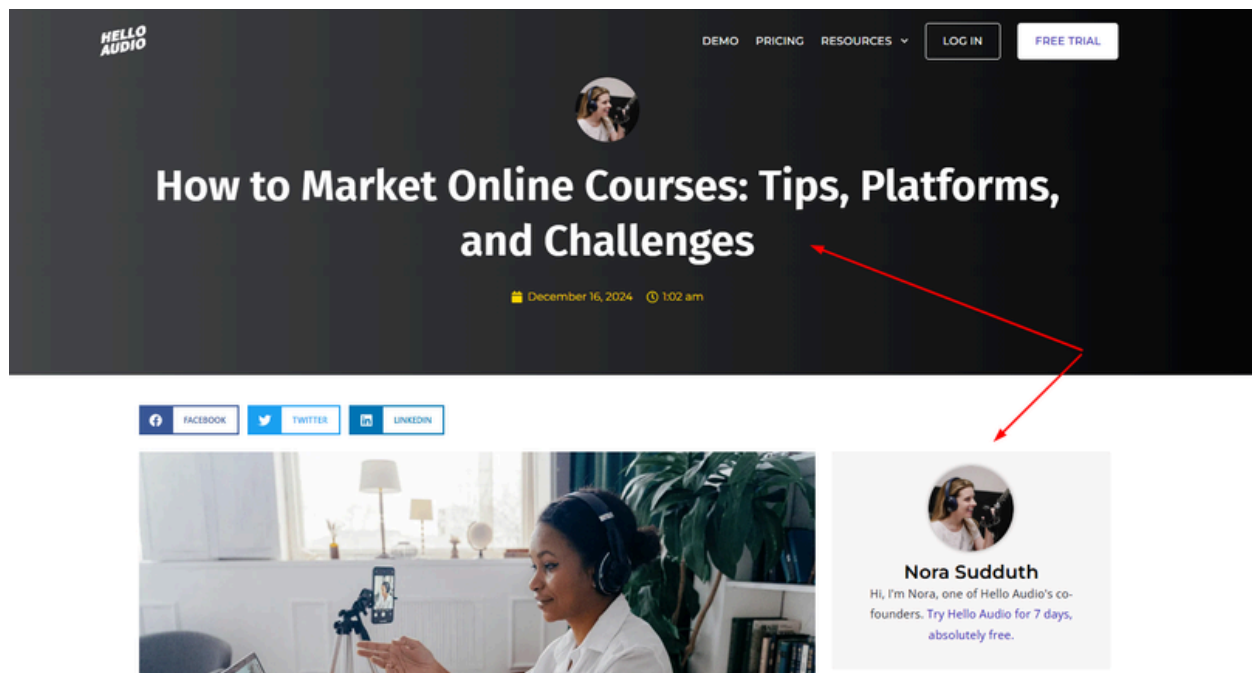
47 keywords										
21 Dec 2024		Compare with: 21 Dec 2023		Filters						
<input type="checkbox"/> Keyword	Intents	SF	Volume	KD	CPC	Traffic	Change	Paid	Position ▲ Change	
<input type="checkbox"/> + spotify private podcast	I Branded	3	20	0	3.76	8	+8	0	× → 1	New
<input type="checkbox"/> + can you make a private podcast on spotify	I	5	20	0	3.76	7	+7	0	× → 1	New
<input type="checkbox"/> + private podcast feed	I	3	20	6	2.40	2	+2	0	12 → 4	▲8
<input type="checkbox"/> ✓ how to create a private podcast	I	3	30	2	4.10	4	+4	0	26 → 4	▲22
<input type="checkbox"/> + private rss link spotify	I Branded	3	0	7	N/A	0		0	× → 4	New
<input type="checkbox"/> + add private rss feed to spotify	I Branded	1	20	6	N/A	3	+3	0	× → 4	New
<input type="checkbox"/> + spotify private rss feed	I Branded	2	20	6	N/A	2	+1	0	8 → 5	▲3
<input type="checkbox"/> ✓ private podcasts	I	2	20	7	2.96	2	+1	0	8 → 5	▲3

## What Other Upgrades Did We Help With?

As mentioned above, we worked with Hello Audio to produce high-quality content and advise them on other areas of their website.

So how did we do this?

We added an author profile, a published date, and a few other elements that add to the user experience of the article.



Having these elements within the blog helped add a more personal touch when people visited. In the world of AI, it's important to put a face to your brand.

Below the author bio and at the top and bottom of the blog, we added a CTA to direct visitors to sign up for Hello Audio's 7-day free trial.

Turn your content into private podcasts so your audience can listen to everything on the go. [Try Hello Audio \(for free\) for 7 days!](#)

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- 2. How to Market Online Courses
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- 4. Common Mistakes to Avoid When Marketing Online Courses
- 5. Best Practices for Marketing an Online Course
- 6. Frequently Asked Questions (FAQs)
- 7. Conclusion – How to Market an Online Course

Online courses have been around since the [20th century](#), but it was not until the COVID-19 pandemic that the sector grew exponentially.

**Explore Hello Audio for 7 Days (FREE)**

Sign up and get your first 7 days for free (no credit card required).

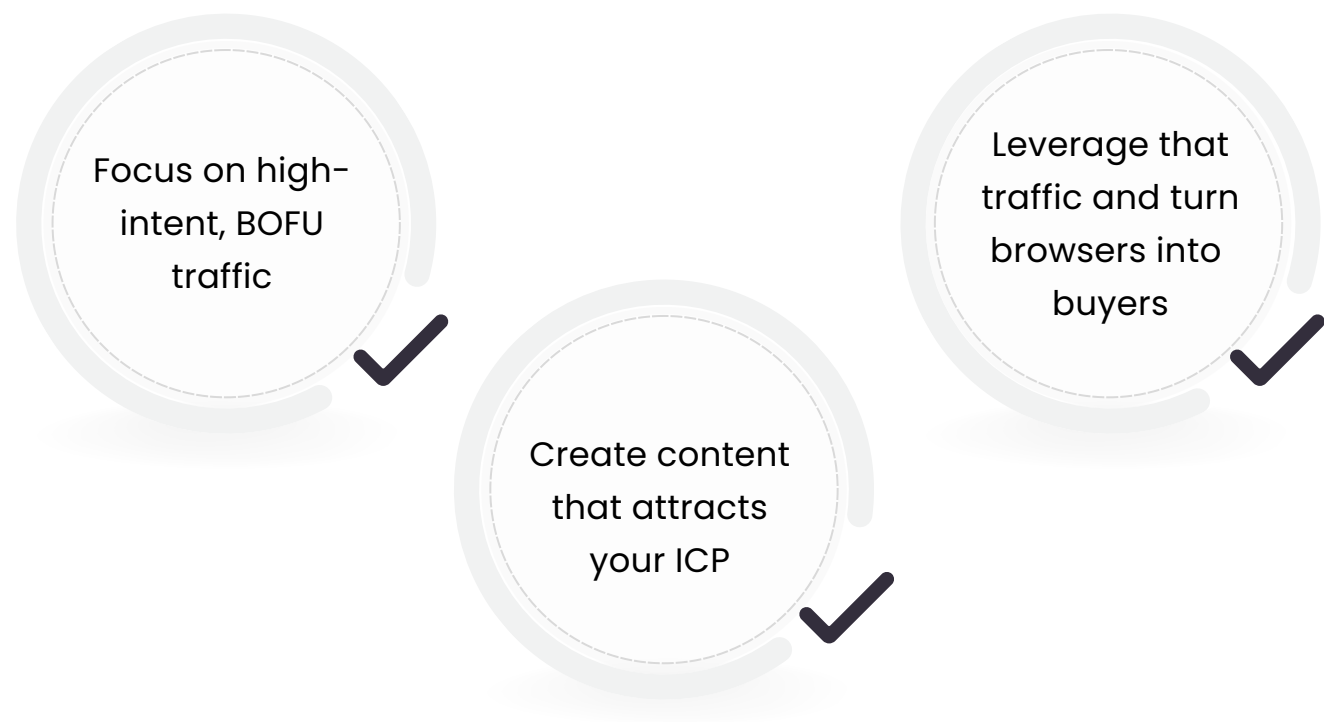
**GET STARTED**

Aside from user experience (UX) additions, another core focus of ours was internal linking. Internal linking is when you connect one blog to another, and it's extremely beneficial for your SEO. The more optimized your content, the better it will perform.

We started with a one-time, internal linking upgrade for existing content, then ensured all content moving forward was set up for success and followed SEO best practices.

## Final Thoughts

The goal of SEO is threefold:



Remember that some of the core pillars of successful SEO relate to high-quality content, authority, and a technically sound website. Since Hello Audio already had two of those three, it made our work more successful.

We are extremely thankful that the Hello Audio team trusts us with their SEO to grow their organic search.

# 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:

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.



**Brian Dukes**

Working with TrioSEO has been an absolute game-changer for TSW Training. Steven is nothing short of an SEO wizard. His profound expertise with SEO data has improved our performance across all meaningful indicators and made the collaboration process a delight. TrioSEO isn't just an agency; they've become a trusted advisor and an integral part of our growth journey.



**Matthew Channell**

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. We now use them to produce 8 blogs per month and we've already seen immediate success in terms of ROI.



**Daniel Little**

For more insight, [watch a video testimonial](#) from Daniel Little, CEO of [Link My Books](#).

## 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.

