

# KNOVEL

## KNOVEL INCREASES SEO LINKS & PROMOTES ENGINEERING AUTHORITY WITH BRAFTON CONTENT



Where do engineers go online for answers they can trust? Knovel is well-known in engineering circles as the go-to web-based application for access to reliable technical information integrated with interactive data analysis and search tools. The company works with more than 100 authoritative societies and publishers to continually add new content and subject areas to ensure users have access to the most trusted engineering resources available. Knovel's customers are comprised of thousands of engineers at more than 750 organizations worldwide, including 74 of the Fortune 500 companies and leading universities.

Knovel is available online via a subscription service, and the product is promoted through the brand's marketing website [why.knovel.com](http://why.knovel.com). The company's internal marketing team offers a series of white papers and webinars for the engineering community, and Knovel wanted to enhance its existing content marketing program. The company partnered with Braffton to further increase brand awareness, adding a news service to its marketing program, fueled by Braffton-generated content. Amy Burnis, Knovel's director of marketing and communications, says the news updates from Braffton give engineers another reason to keep Knovel in mind - particularly if engineers are between projects that require research. Regularly providing news of interest to engineers also helps to fuel the brand's reach among valuable new partners and prospects that may not be familiar with Knovel.

### HIGHLIGHTS

- ▶ Organic traffic growth 89 percent year-over-year
- ▶ SEO visits to news from more than 18,000 keyword phrases
- ▶ Inbound links to news content from top-tier industry sites
- ▶ 35 percent of all organic traffic touches Braffton content

# CHALLENGE

## *Building Brand Awareness Within the Engineering Community*

### GOALS

- ▶ Increase organic traffic to why.knovel.com
- ▶ Drive repeat visits and loyalty
- ▶ Brand awareness and new visitors

Burnis understood that to keep the Knovel brand in mind, the company could publish news relevant to engineers in its key target industries. Brafton provided SEO and content marketing expertise for Knovel. In Q2 2011, Knovel launched Brafton content to provide professionals with ongoing news highlights and insights on industry trends.

*“I wanted to drive more interest and brand awareness. Our customers use Knovel heavily for projects in the product design and development stage, so the frequency of use within that stage will vary according to the needs of the team or individual user. I wanted to add a regular informational service that drove repeat engagement to reinforce the Knovel brand whether users returned daily, weekly or monthly. I also want to reach prospective users who are not familiar with Knovel.”*

*Burnis*

# STRATEGY

## *Engage Highly Intelligent Professionals with Industry-Relevant News Content*

### STRATEGY

- ▶ Daily 400- and 600-word news posts
- ▶ Daily updates to Twitter
- ▶ Daily Facebook updates
- ▶ Daily LinkedIn posts

Brafton worked with Knovel on an Editorial Brief to outline appropriate subject matter for the company’s audience. Burnis emphasized the importance of maintaining Knovel’s integrity as a trusted resource for its customers, so nailing the voice, message and subject matter for each piece on the marketing site was paramount to the strategy’s success. Brafton’s editorial team produces regular articles for why.knovel.com’s news and content section, populating the marketing site with timely and newsworthy posts every day. The content is aligned with Knovel’s target industries, and Brafton’s content marketing strategists offered guidance on content integration to facilitate UX and SEO.

Knovel’s regular content helped it get into the News section of Google search. The company now publishes a balanced mix of audience-centric subjects, with each piece tailored for one of its key markets.

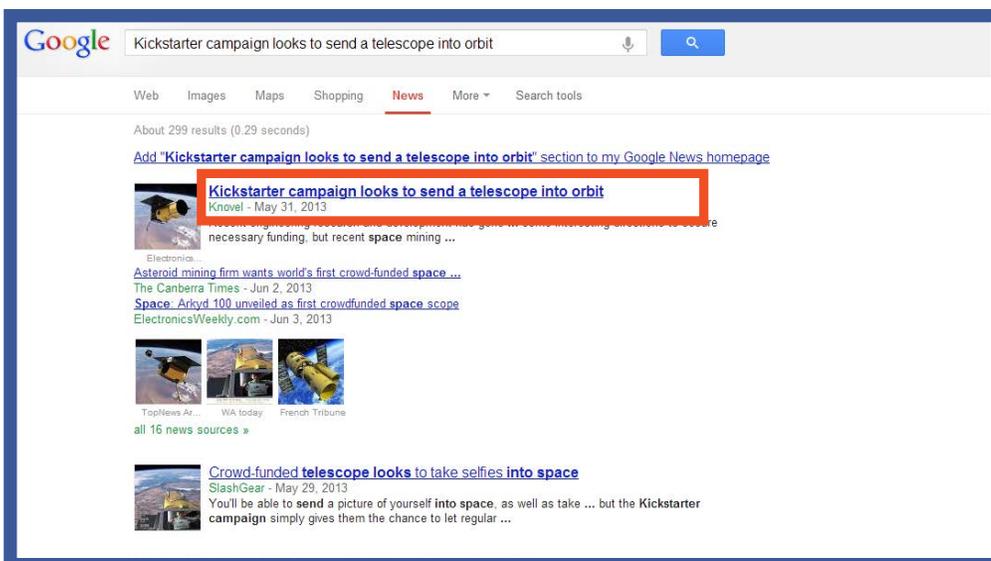
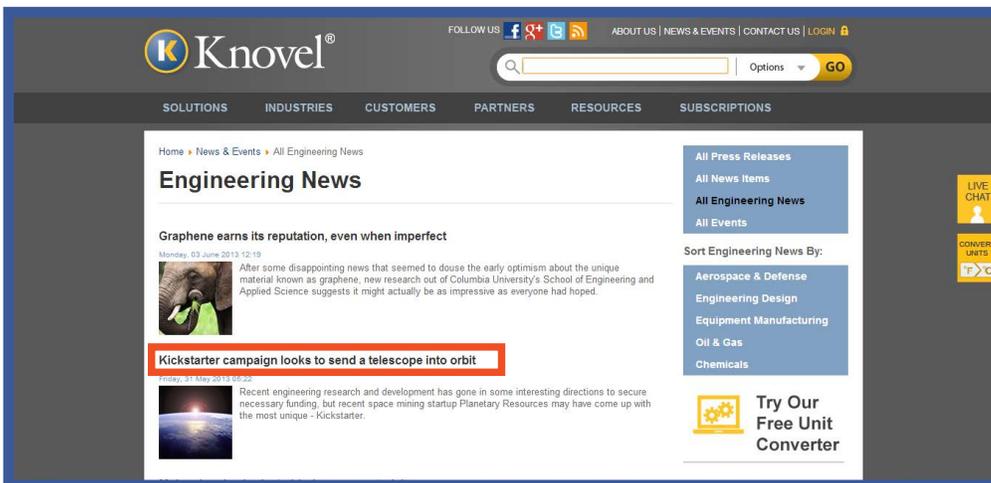
*“So much of what you find on the web is poorly written and unreliable. We wanted a partner who could provide content that meets the standards we demand and provide value for our audiences.”*

**Burnis**

Knovel and Brafton worked together to build an online community for the engineering world centered on well-written content for niche audiences. The Brafton writers also turn daily articles into authoritative and clickable trend analysis or roundups, including annual features highlighting top engineering jobs for the next 12 months. More, Brafton social strategists distribute the brand’s content on leading social networks for added reach.

*“Brafton writers use credible and reliable sources to craft well-written, researched content. This credibility is particularly important, not only because we target a well-educated audience but also because trusted content is central to our product offering. We have to maintain high standards for our marketing content too.”*

**Burnis**



# RESULTS

## *More Site Visitors, Opportunities and Brand Exposure from Custom Content*

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Knovel saw consistent results from its Braffton content strategy throughout 2012, with organic traffic for its marketing site increasing 89 percent from Q1 2012 to Q1 2013. More than one-third of why.knovel.com's overall organic search visitors (35 percent) engage Braffton news content. Because the company wanted to increase the SEO value and brand exposure for why.knovel.com, it was important for Burnis to see ROI pertaining to traffic upticks, keyword progressions and rising PageRank. Fortunately, Braffton's custom content helped Knovel achieve these objectives.

News content traffic rose 267 percent year-over-year in 2012 because of added exposure through Google News. Presence in less-cluttered search categories enabled Knovel to reach new prospects, and the daily updates also caught the attention of major news outlets that linked back to why.knovel.com's content in their own reports. In 2012, resources like the Library of Congress, U.S. Environmental Protection Agency (EPA), Science World Report, Massachusetts Institute of Technology and Georgia Tech's College of Engineering all referenced and linked Knovel content created by Braffton writers.

*"Braffton regularly recommends new strategies to help us get the most out of our content. They provide us with SEO tips and ways we can refocus our content to better target convertible audiences with calls to action."*

**Burnis**

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### *Site Traffic Q4 2012 to Q4 2013*



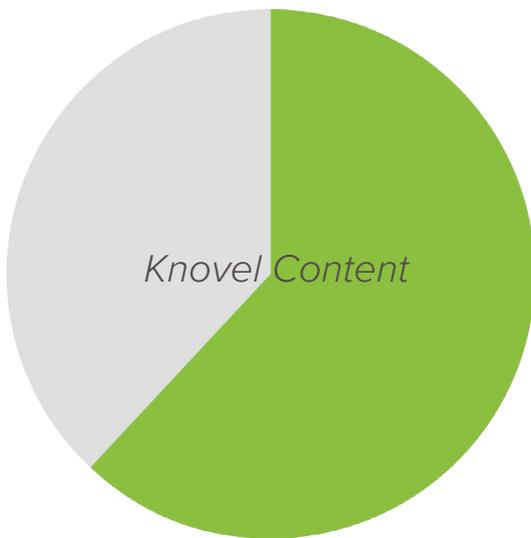
- **Organic Traffic**  
*Organic traffic to why.Knovel.com up 89 percent*
- **News Content Traffic**  
*News content traffic to why.Knovel.com up 267 percent*

*“The content we receive from Brafton is high-quality, and it drives significant organic traffic back to the Knovel website. This also helps us earn links from credible sources, an indication that our content marketing strategy is working.”*

**Burnis**

Knovel drew in organic web users to its marketing site from more than 20,000 keywords last year. With many companies hyper-focused on their keyword strategies, Knovel found that having a wide array of content published every day drives organic traffic from countless phrases and terms. Through natural keyword progressions, Brafton content makes up 62 percent of Knovel’s Page 1 rankings, helping the company establish its authority via search.

The company drives brand awareness for its core product and educates site visitors with industry-specific news. Unique traffic growth was accompanied by 136 percent increase in returning visits, creating more touch points with Knovel audiences.



## Page 1 Ranked Content

- *Brafton news content = 62 percent of why.knovel.com Page 1 rankings*
- *Additional website content*

## Brands linking to Knovel:



**LIBRARY OF CONGRESS**



**SCIENCE WORLD REPORT**

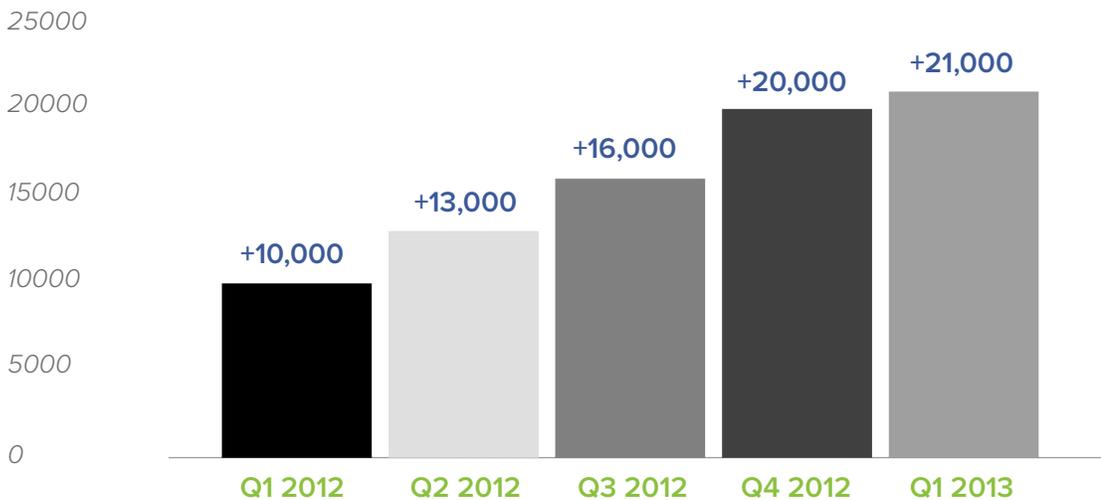


**Massachusetts Institute of Technology**

**Georgia Tech**  **College of Engineering**

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## Why.Knovel.com drew in traffic from +18,000 keywords Q1 2012 to Q 2013



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## WHAT'S NEXT FOR KNOVEL?

*“Brafton’s strategists are well informed about best practices. The recommendations they make aim to move beyond brand awareness successes to ensure we are better able to address and measure our lead-focused objectives too.”*

**Burnis**

Knovel has seen great results from its partnership with Brafton, and the company looks ahead to future content opportunities. After seeing traffic increases from its “Top Engineering Jobs of 2012” article, Knovel’s Brafton team will create similar news content around the trends that matter most to engineers. The company looks forward to continuously enhancing its content marketing strategy with Brafton. ■