

# Urlbox & Chillital: 600.39% Increase in Hyper Targeted Organic Traffic in 6 Months



## About Urlbox

Urlbox.io is a screenshot service API that can convert any URL or HTML file into an image or video (PNG, JPEG, PDF, WEBP, SVG, MP4).

## Industry

Technology, B2B, API, Screenshot Generator

## Case Study By

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## The Project

We were contacted by Chris, the founder of Urlbox, to help them increase their organic reach and conversions through content marketing.

The Urlbox website featured a small number of pages and a blog with just a few articles. Even so, the website has a DA of 40+ (according to aHerfs) as Urlbox is a recognized authority in the screenshot service API market segment.

This project includes the identification of the ideal buyer persona, multiple 90-day content calendars plus three articles created and promoted each month.

## The Strategy

Our strategy relies on matching the Urlbox brand with their target audience's needs.

We started by identifying the ideal buyer persona and best selling points through surveys and reviews. We then combined this data with the results obtained through keyword research to create the 90 days content calendar. We planned to produce, publish and promote 3 articles each month.

In addition, we setup and configured Urlbox's Google Analytics properties to keep track and understand the results of our content marketing strategy.

### Short-term Goals

- Understand the buyer persona;
- Uncover best selling points;
- Create a 90-day content calendar.

### Long-term Goals

- Triple organic traffic;
- Triple the number of leads;
- Double the monthly revenue;

## The Results

Note: Urlbox is a recognized authority in the screenshot service API market segment, which means their website constantly receives organic backlinks. The growth they experienced might not be applicable to a new website in such a short amount of time.



### 600.39% Increase in Organic Traffic

*Comparing Q3 and Q4 of 2022 to Q1 and Q2 of 2022*



### 62.37% Increase in New Organic Leads

*Comparing Q4 of 2022 with Q3 of 2022*



### 35.25% Increase in Potential Revenue

*Comparing Q4 of 2022 with Q3 of 2022*