



3 Q WHITEPAPER SERIES

3Q's Guide to Increasing Quality Site Traffic with Content

Harrison DeSantis

SEO Account Manager

3Q Digital

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Introduction

To grow traffic to your site, you must know what people search for. Beyond that, you must have what people search for. But most importantly, readers need to know you have what they're looking for. Every piece of website content should have the same goal: capture intent and satisfy all the user's desires related to a search.

By the end of this whitepaper, you will know how to do the following:

- Increase organic traffic to your site through a holistic content strategy
- Determine whether your content is satisfying user intent
- Prove your content's worth beyond traffic

Following this whitepaper, we'll walk you through a case study that proves the success behind these methods. Let's do this.