

How Glean Grew Organic Traffic By 275% and Improved Demo Conversions

Client Profile

With $150M ARR and a $7.2B valuation, Glean sells to CIOs, CTOs, and IT leaders at mid-to-large enterprises. Their GTM strategy blends thought leadership, content marketing, and deep platform partnerships.
They partnered with Slate to build a scalable digital marketing foundation that could support long-term growth through organic channels.

INDUSTRY	Enterprise software industry
TEAM SIZE	Approximately 1,000 employees
LOCATIONS	Headquartered in Palo Alto
THE CHALLENGE	Glean faced foundational gaps that limited their ability to scale organic growth. As a fast-growing company in the enterprise AI space, they had strong momentum but lacked the digital infrastructure needed to turn it into consistent pipeline growth:

Lack of Performance Visibility:

They needed a structured approach to tracking performance metrics across their website and content efforts. Without proper attribution and growth tracking, it was difficult for their team to prioritize what to scale or optimize for impact.

The Challenge

Missing Keyword Strategy

They lacked a keyword research framework that aligned with their product, buyer personas, and category narrative. While their product is innovative and differentiated, their website content didn't target the right mix of high-intent, relevant, and attainable keywords that their ideal enterprise customers were searching for.

No Strategic Content Plan

Glean needed a strategic content plan that could support long-term SEO goals while reinforcing their position as thought leaders in Work AI and enterprise search. Their existing content lacked topical depth, internal linking structure, and wasn't built around a clear content architecture for search engine visibility.

Technical SEO Gaps

Their site had crawlability issues, metadata inconsistencies, and performance gaps that prevented search engines from properly understanding their content relationships and category positioning.

How We Grew Glen’s Traffic by 275%

We focused on building a content and SEO engine that aligned with Glean's enterprise buyer journey, supported sales enablement, and delivered long-term organic growth.

We treated SEO as a growth multiplier integrated with their GTM motion, sales messaging, and product narrative.

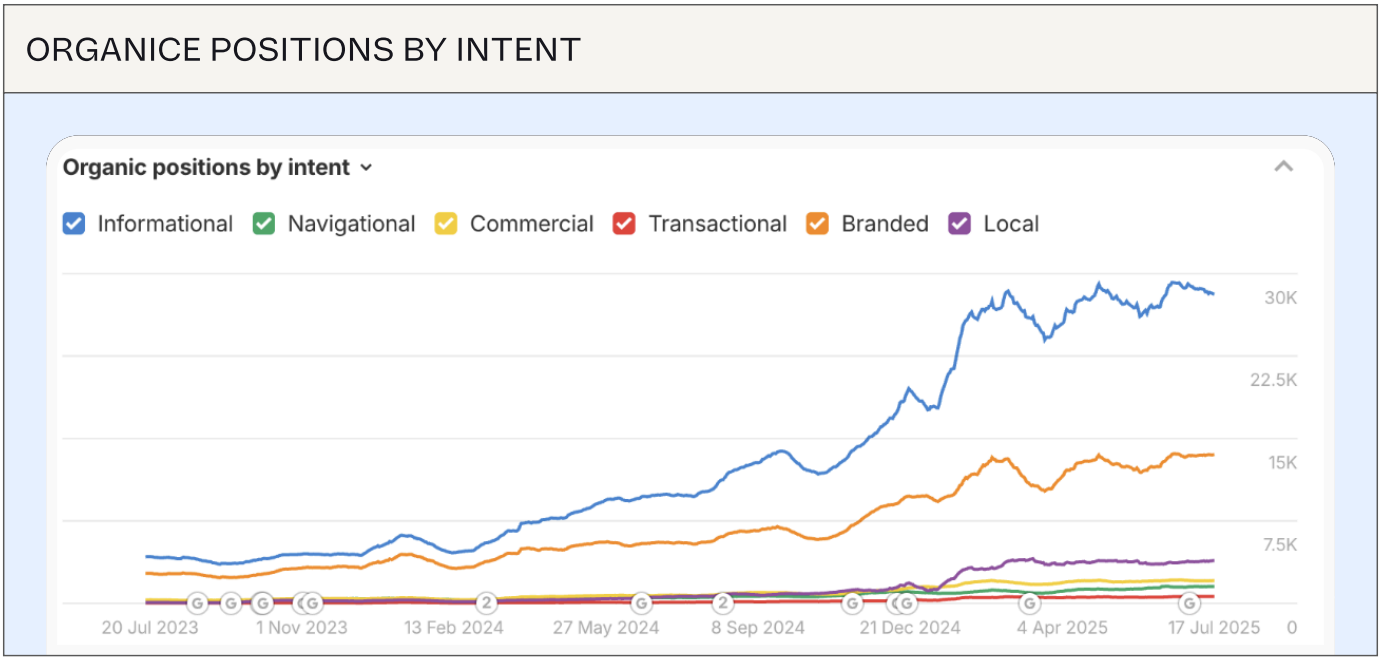
Chronologically, this is how it looked like:

Mapping the Enterprise Buyer Journey

We mapped the ideal journey of a Glean prospect, from awareness of enterprise AI concepts to requesting a product demo. This journey was broken into typical funnel stages, allowing us to create content accordingly:

- → **Top-of-funnel content** (e.g., "What is an AI agent?", "Retrieval Augmented Generation") educated and attracted prospects
- → **Middle-of-funnel content** (e.g., "How does semantic search enhance enterprise productivity?") informed and differentiated Glean's approach
- → **Bottom-of-funnel content** (e.g., "Best Enterprise Search Platforms") drove conversion and demo requests

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Building Synergy Between SEO and Sales

We worked closely with product marketing and sales teams to identify recurring prospect objections, key differentiators, and high-converting use cases. This intelligence was transformed into sales enablement content optimized for organic discovery.

We built every part of the strategy around Glean's ICP, which was mid-to-large enterprises led by tech-forward decision-makers like CIOs, CTOs, and knowledge management leads.

This meant speaking their language and emphasizing topics like RAG (retrieval-augmented generation), platform integrations, and operational ROI.

Fixing Technical SEO

We conducted a full technical audit to diagnose crawl inefficiencies, metadata inconsistencies, and site performance gaps.

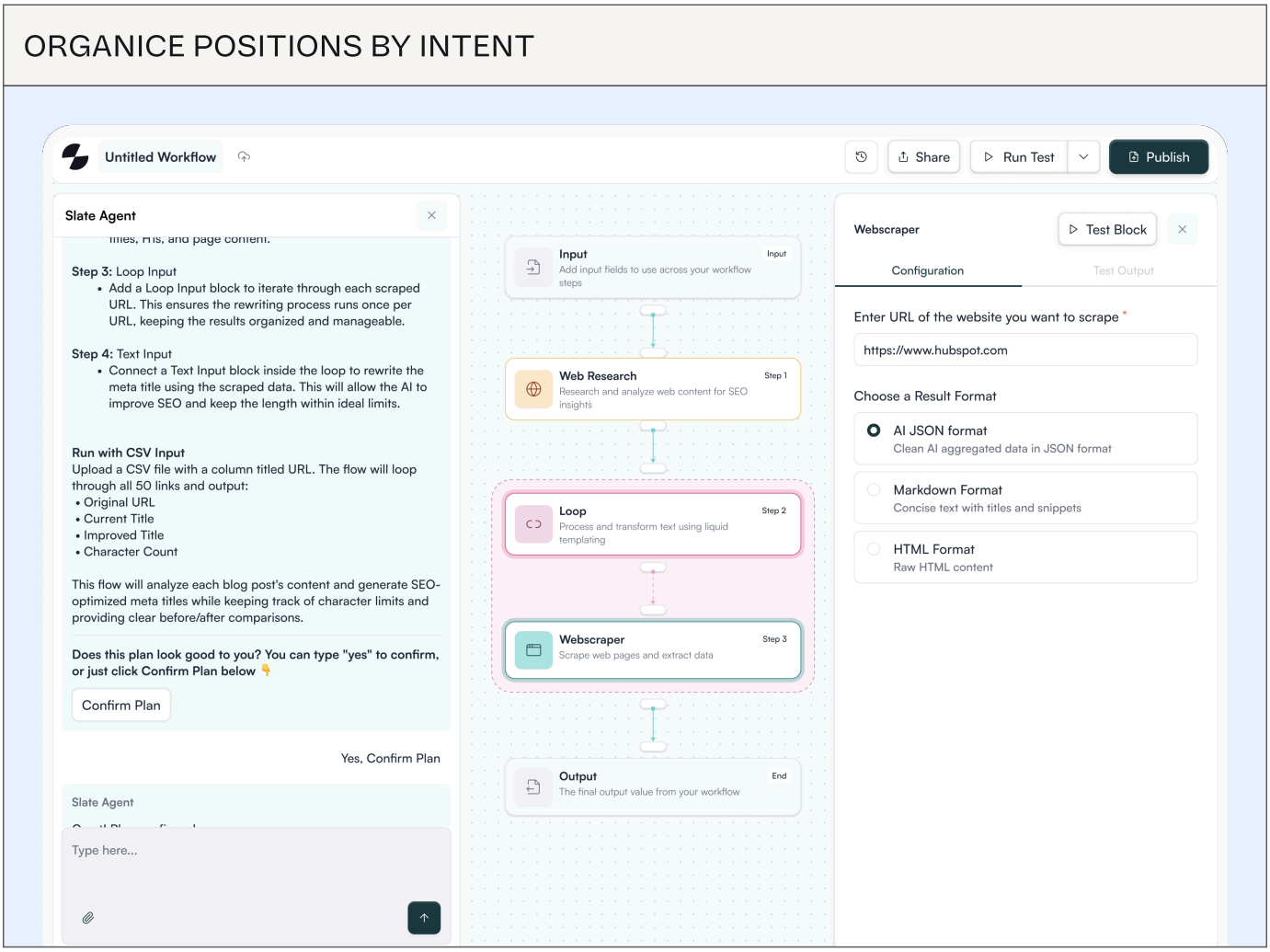
We used Slate to prioritize and implement fixes that improved crawlability, reduced index bloat, and created search-friendly infrastructure.

Building Authority with Topic Clusters

We designed content clusters around strategic themes to help Glean rank for entire topic families and not only individual keywords:

- ✓ AI in the workplace / Work AI
- ✓ Enterprise Search & Knowledge Discovery
- ✓ Retrieval-Augmented Generation (RAG)

Each cluster had a pillar page and supporting blog posts, interlinked to signal relevance and depth. This approach built topical authority in emerging areas where early ranking offered long-term compounding effects.



Driving Rankings with Strategic Keywords

We targeted a strategic mix:

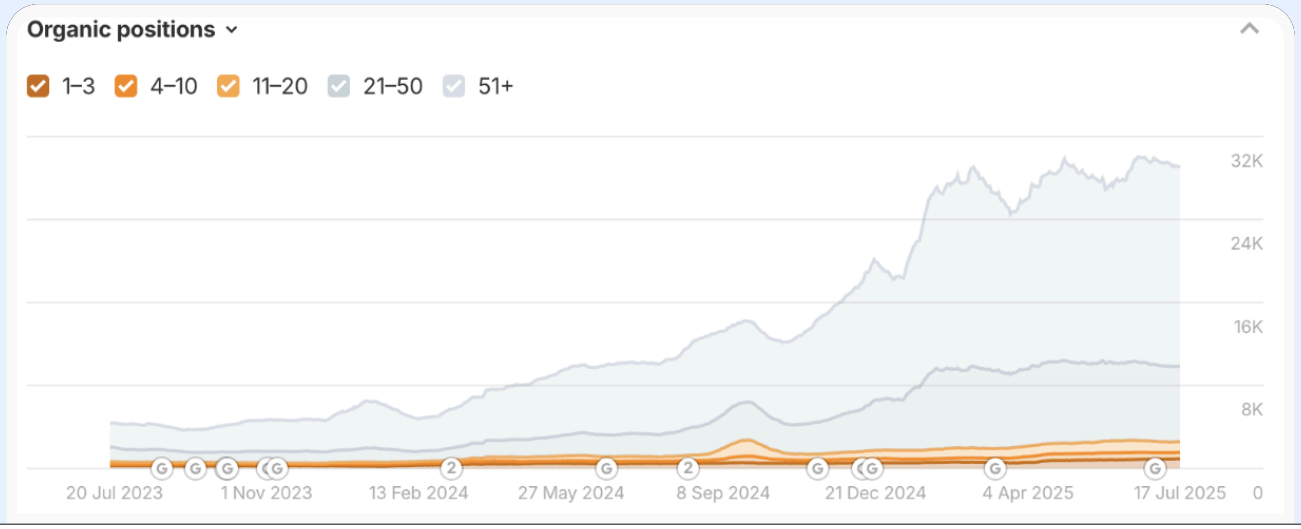
- ✓ **High-intent terms** (e.g., "enterprise search platform")
- ✓ **Emerging trends and breakout terms** (e.g., "RAG in enterprise," "RAG Architecture?")
- ✓ **Educational awareness phrases** (e.g., "What is an AI Agent?," "How to implement AI in enterprise search")

We prioritized low-competition, high-relevance keywords early and used internal linking and metadata optimization to strengthen performance across the site.

Result:

22,000+ keywords ranked vs. 4,000 before engagement, and improvements in positions:

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Executing a Funnel-Aligned Content Strategy

With technical foundation and strategy in place, we executed a content plan balanced across the funnel. This was in alignment with the keyword strategy mentioned above.

- ✓ **TOFU:** Educational explainers, "what is" guides, and trend-based blogs (e.g., "What is RAG and why it matters for enterprise AI")
- ✓ **MOFU:** Tactical how-tos, feature explainers, and use-case-driven content (e.g., "How to Prepare for Sales Calls")
- ✓ **BOFU:** Comparison pieces, decision-stage pages, and objection-handling blogs (e.g., "Top Enterprise Search Platforms")



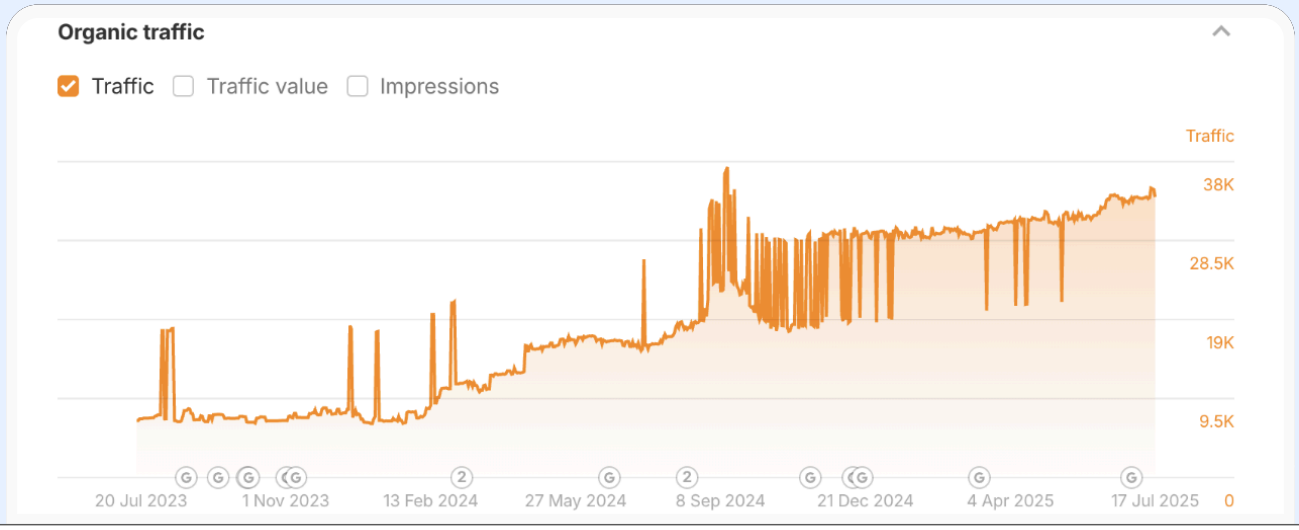
We also created high-performing listicles that aligned with buyer research behavior and drove shareability.

SEO traction started showing within 3-4 months, with spikes in organic rankings for competitive terms like "enterprise AI assistant" and "RAG search." There was also a steady increase in inbound demo requests attributed to blog and organic discovery.

Result:

Organic traffic grew ~4.5x

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Some Top-Performing Content

- ✓ **AI Prompts for Finance Professionals**
- ✓ **RAG Use Cases**
- ✓ **Information Retrieval guides**

The Results

METRIC	BEFORE	AFTER	UPLIFT
Monthly Organic Clicks	~18K	~67K+	**+275%**
Monthly Impressions	~260K	~1.2M+	**+365%**
Total Monthly Conversions	250 (Feb '24), 10 from blog	1,800 (Feb '25), 75 from blogs	**+620%**
SEO Blog Conversions	~0-5/month	18 in Feb '25 alone	**~18x improvement**
Keywords Ranked	~4,000 (mostly branded, few in top 10)	~22,000+	**+450%**
Blog Traffic	~7,000/month	~30,000/month	**+330%**
Domain Rating	55	71	**+29%**

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