

Driving *pipeline growth* with SEO and content marketing for PaymentWorks.

A vendor onboarding and business identity management platform with a mission-critical solution and almost no organic visibility. Two years later, a category leader for its highest-intent terms.

CLIENT PaymentWorks Vendor identity · B2B payments

2x

ORGANIC TRAFFIC

8,519 sessions (Sep 2023) to 17,175 (Jul 2025)

302

FEATURED SNIPPETS

More than doubled from 121

\$560K

CLOSED DEALS

Nine deals, Jan to Sep 2025

192%

INBOUND LEAD GROWTH

Year over year

THE CHALLENGE

A mission-critical platform, *almost invisible* in search.

PaymentWorks, a vendor onboarding and business identity management platform, needed to increase visibility, strengthen thought leadership, and drive pipeline growth. Despite its mission-critical solution, it faced:

- Limited organic visibility for high-intent search terms
- Underdeveloped SEO and content infrastructure
- Minimal traction in thought leadership and social channels
- Difficulty tying content efforts to revenue

THE SOLUTION

Digital authority and *pipeline growth*.

Content Rewired launched a comprehensive content marketing program with SEO at its core.

01

SEO and content architecture

Built pillar pages, optimized for high-value keywords like vendor verification and vendor onboarding system, and expanded long-form, intent-driven content.

02

Thought leadership and blogs

Consistent publishing on industry trends, risks, and solutions, plus case studies to support sales.

03

Email and social amplification

Nurture campaigns and channel management to keep PaymentWorks top of mind.

THE RESULTS

Within two years, *transformative growth*.

ORGANIC VISIBILITY

Traffic doubled from 8,519 (Sep 2023) to 17,175 sessions (Jul 2025). Achieved #1 rankings for vendor verification and vendor onboarding system, plus top-10 positions for related high-intent terms. Featured snippets more than doubled, from 121 to 302.

PIPELINE AND REVENUE

Inbound-sourced deals now account for 8% of 2025 YTD revenue and 20% of active pipeline. Inbound leads grew 192% YoY, with nine closed deals worth \$560K between Jan and Sep 2025.



I can directly attribute the unprecedented growth in our inbound pipeline to work produced by Content Rewired. Armed with a specific plan that brought incremental interest over time, the collective result is now a flood of opportunity for PaymentWorks.

ANGELA SARNO • VP OF MARKETING, PAYMENTWORKS

THE IMPACT

From limited visibility to *category leader*.

Content Rewired launched a comprehensive content marketing program with SEO at its core.

- Went from limited visibility to category leader for vendor onboarding terms.
- Evolved from modest inbound contribution to six-figure deal influencing revenue.
- Built a sustainable, multi-channel content ecosystem that educates, engages, and converts.

The transformation underscores the practice's core belief: when content is executed strategically across channels, it drives real growth.

LET'S TALK

Have a content problem worth thinking about?

Tell me what you're working on. I'll tell you whether I can help. *Honestly.*

Start a project →