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How I Turn *Case Studies* Into *Discoverable SEO Content*

1 Find the Opportunity Inside the Story

When I look at a case study, I consider who will actually find it.

- **Someone browsing the website?**
- **Following the company on LinkedIn?**
- **Already considering the brand?**

Those are valuable readers. But someone else could have the exact problem that customer solved and never come across the story 🙂

I use the **problems, decisions and lessons** inside a case study to develop topics people can search for **before they know the brand.** The article helps them understand a solution, then introduces the company through evidence of its work!

Why Reach Beyond the Brand?

53%

of surveyed B2B marketers named **case studies and customer stories** among the content formats delivering their best results.

SOURCE **CMI, 2025 Research**

94%

of surveyed B2B buyers **ranked their vendor shortlist before speaking with sellers.**

SOURCE **6sense, 2025 Buyer Experience Report**

43%

of AI-using U.S. consumers surveyed reported **discovering a new brand through an AI tool.**

SOURCE **Semrush, 2026 Consumer Study**

Stage 1: Identify Problems Other Customers Might Have

I read the case study and pull out **the problems the customer needed help solving.** Then I consider whether other companies might be searching for help with those same problems.

✦ For example, a case study about delivering more creative assets might explain that **slow approvals were holding production back.** That gives me a possible article topic about reducing approval delays 🙂

WHAT I LOOK FOR	EXAMPLE FROM A CASE STUDY
The main problem	The customer couldn't produce enough creative assets.
What caused it	Slow approvals and repeated revisions delayed delivery.
What helped	Clearer responsibilities and a shared review process.
Evidence I can use	Approved customer quotes and documented changes in delivery time.

Stage 2: Turn the Problem Into Searchable Topics

Then I consider **what someone would search for if they had that problem but hadn't heard of the company.** Here's an illustrative example of how I'd develop topic candidates from a creative production case study.

WHAT HAPPENED	A TOPIC TO EXPLORE
Approvals delayed delivery	How to Reduce Creative Approval Bottlenecks
Teams produced inconsistent assets	How to Maintain Brand Consistency Across Teams
Demand outgrew production capacity	How to Scale Creative Production Without Losing Quality

Stage 3: Decide Which Topics Deserve an Article

I don't assume every insight needs its own page. I check whether there's **a useful search opportunity** and whether we already have content that could cover it.

Search interest
Relevant queries, search results and recurring customer questions.

Reader intent
What someone needs to understand, do or decide.

Business fit
How the problem connects to the company's offering.

Existing coverage
Whether to create an article or improve an existing one.

Useful evidence
What the case study contributes to the answer.

2 Help the Reader Before Introducing the Brand

Stage 4: Build a Complete Answer

Once I choose the topic, I write for **someone who needs help with that question.** I use the case study where it makes the explanation more useful.

✦ For an article about approval bottlenecks, that means explaining how to **identify delays, clarify responsibilities and improve the workflow.** The customer story shows how those decisions played out in practice.

INCLUDE	WHAT IT DOES
A direct answer	Addresses the question that brought the reader in
Practical guidance	Explains the steps, choices and trade-offs
The customer example	Shows the approach in a documented situation
Relevant context	Explains which conditions shaped the outcome
A useful next step	Connects readers to the full story or relevant offering

Stage 5: Introduce the Company Through Its Work

I introduce the brand **when its contribution becomes relevant to the explanation** 🙂

? **What did it help the customer change?**

? **Which service, product or expertise made that possible?**

I also keep the customer's circumstances attached to the results. **One successful engagement gives me an example to explain, rather than an outcome to promise everyone.**

Show the contribution
Describe what the company actually did.

Keep the evidence accurate
Preserve approved figures, quotes and their meaning.

Explain who it suits
Give readers enough context to assess the fit.

Link naturally
Connect to the original case study and relevant offering.

Stage 6: Check Whether It Reaches the Right People

I want to know whether the article reaches people through **relevant non-branded searches and questions**, and whether they take a useful next step.

That gives me a way to assess broader topic coverage, brand discovery and observed AI visibility **without treating rankings as the whole result.**

MEASURE	WHAT I LOOK FOR
Non-branded discovery	Relevant queries generating impressions and clicks
Topic coverage	Additional customer questions the content reaches
AI visibility	Relevant mentions or citations, recorded by platform and date
Reader progression	Visits to the case study, service or product page
Business contribution	Relevant inquiries, conversions and use in sales conversations

Before You Publish

- [ ] Does the topic make sense **without the brand or customer name?**
- [ ] Does the article **help someone solve or understand the problem?**
- [ ] Does the case study **support the advice** being given?
- [ ] Are the results presented with **their original context?**
- [ ] Does the brand introduction **follow naturally from its contribution?**

Your Next Customer *Already Knows the Problem*

They may never search for your brand or think to browse your case studies.

I want to give them another way in: **a useful answer to a problem they already have**, supported by work the company has actually done.

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