



How Our Award-winning Content Increased Client Web Traffic by 2,100%

THE STELLASTRA EFFECT - CASE STUDY

IMPROOVE

spacial



The content **The Stellastra Effect** produced for the California accessory dwelling unit (ADU) provider **Spacial Homes**:

- Increased website traffic from searches within their target market of California by more than 2,100%
- Drew 350,000+ visitors
- Ranked the site for more than 400 relevant keywords

Our work with Spacial and Improve resulted in our winning "Best Topic Specific Blog" from the 2023 Content Marketing Awards.

All data in this case study was obtained via Google Looker Studio, measuring website traffic April 1st, 2022 to Dec. 31st, 2022.

About Spacial Homes

Spacial offers studio and one-bedroom accessory dwelling units (ADU) in California, a state where the price of housing has fueled a crisis. Unlike other ADUs construction solutions — which convert an existing structure, build out a portion of a house, or build a new dwelling on premises — Spacial builds the ADU off-site, only requiring one day to instal the ADU on the customer's property.

Spacial's dedicated consultants also handle all the hard work of getting the ADU built according to code. And hard work it is — alongside the labor itself, there's the bureaucracy of government permits and the precision of site prep that the average person does not know how to navigate. Spacial ensures that this complicated process, from site inspection to installation, goes off without a hitch, all while respecting and prioritizing customers' time, money, and property.

Spacial's SEO efforts were focused on clarifying its competitive advantage, generating California-based leads, and establishing authority within the often-esoteric ADU space.



The Stellastra Effect - Improve Partnership

Co-founded by an ex-Google Search professional, the international agency Improve offers SEO, conversion rate optimization (CRO), and related services to foster clients' online growth. The firm has achieved substantial, meaningful results for a vast roster of impressive clients worldwide, including Spacial.

The Stellastra Effect has been an Improve partner since 2019. To date, we have provided SEO-informed content writing services for more than 30 Improve clients.

The Stellastra Effect's writers were brought onto the Spacial account in April 2022 and immediately became crucial to the client's SEO success. As a core Improve partner, The Stellastra Effect worked alongside the agency's account managers and search experts to ensure all content met fundamental SEO needs and client standards while remaining engaging and informative from start to finish. The result was a set of topic-specific, award-winning blogs that delivered results — and desired ROI.

The Stellastra Effect's Role in Spacial content

The Stellastra Effect's leadership was essential for developing Spacial's unique voice as an authority in the California ADU landscape. Ensuring authoritative, accurate copy involved working closely with Spacial's CEO to understand the ADU space and the pain points Spacial uniquely solves. Through these conversations, we discovered that existing content about ADU installation and government regulations, though well-intended, was often misleading.

We directly followed the guidance of Spacial's CEO to include only the correct information in a clear, concise way while demonstrating why Spacial's model serves customers far better than other ADU providers. These interviews and conversations were a key part of developing content that not just worked for SEO, but adequately serving the reader. This process was essential to the success of the content, ensuring pieces can be confidently published under the Spacial brand while furthering the company's SEO goals.

The Stellastra Effect is an amazing white-label content writing company that provides its clients with high-quality, engaging content. The writers are incredibly talented, dedicated individuals who go above and beyond to ensure that clients are satisfied with the work they provide. They have a top-notch talent for crafting SEO-driven content that resonates with readers and captures brand tone and voice. They take the time to understand the needs and goals of each client (or sub-client) to create content that effectively communicates their message in a clear and concise manner.

Overall, I cannot recommend the Stellastra team highly enough. If you're looking for a content writing company that truly cares about its clients and delivers exceptional work every single time, then you've found them. Thank you for your outstanding work, Stellastra!

Calleah Johnson

Former Team Lead and Project Manager, Improve



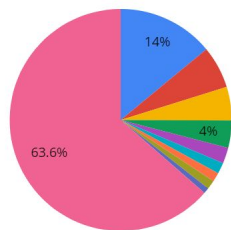
Spacial Homes performance, by the numbers

During Q2 2022, The Stellastra Effect produced two dozen blog posts for the Spacial website. We heeded Improve's keyword direction to build each topic into an informative, artful display of Spacial's competitive advantages and core strengths, as well as the role that Spacial could play in California homeowners' lives. The results speak for themselves, as does the award we won for our work: "Best Topic Specific Blog" from the 2023 Content Marketing Awards.

A 2,100%+ traffic increase, with nearly 70% of site traffic from target California market

The focus on local search and keywords paid off immensely. Content we developed for Spacial increased the percentage of website traffic that came from searches within California by more than 2,100%. There were also incredibly moving results from target cities within the Golden State, including a near-10,000% increase in Los Angeles, more than 2,000% increase in San Jose, and close to 700% in San Francisco.

These figures, driven by Improve's SEO work and The Stellastra Effect's high-quality writing, attest to the role of great content in drawing more leads from Spacial's target market.



- Los Angeles
- San Jose
- (not set)
- San Francisco
- San Diego
- New York
- Oakland
- Sacramento
- Seattle
- others

City	Sessions -	% Δ
Los Angeles	2,113	9,087.0% †
San Jose	929	2,111.9% †
(not set)	737	10,428.6% †
San Francisco	601	680.5% †
San Diego	347	1,635.0% †

Sessions compared to previous period

Ranking in the top three for nearly 100 relevant non-branded keywords

Ranking for non-branded keywords is especially valuable for companies like Spacial, who want to get their company in front of potential customers who may not have heard of them. Narrowing down keywords related to ADU construction in California, as well as terminology someone who wants to construct an ADU may search, gave our teams the best data to create information that could help steer curious searchers in the right direction.

The results were impressive. Spacial ranked in the top three for nearly 100 relevant keywords tracked in 2022. In total, Spacial ranked on the first page of SERPs for more than 300 keywords since the start of our efforts. Click-through rate was as high as 20% for some of these entries.

Non-branded keywords for Spacial Homes (w/o 'spacial')						
Query	Landing Page	Clicks ▾	% Δ	Impressions	% Δ	CTR
1. prefab adu	https://www.spacialhomes.com/post/11-best-pref...	298	-	6,793	-	4.39%
2. prefab adu california	https://www.spacialhomes.com/post/11-best-pref...	184	-	1,495	-	12.31%
3. adu cost	https://www.spacialhomes.com/post/how-much-d...	145	-	5,117	-	2.83%
4. best prefab adu california	https://www.spacialhomes.com/post/11-best-pref...	111	-	532	-	20.86%
5. adu bay area	https://www.spacialhomes.com/post/the-12-best...	91	-	1,402	-	6.49%
6. adu builders bay area	https://www.spacialhomes.com/post/the-12-best...	77	-	1,514	-	5.09%
7. prefab adu bay area	https://www.spacialhomes.com/post/the-12-best...	75	-	859	-	8.73%
8. adu prefab california	https://www.spacialhomes.com/post/11-best-pref...	70	-	385	-	18.18%
9. adu cost per square foot	https://www.spacialhomes.com/post/how-much-d...	65	-	1,261	-	5.15%
10. prefabricated adu	https://www.spacialhomes.com/post/11-best-pref...	62	-	1,357	-	4.57%



Why The Stellastra Effect's content gets results



#1

**The Stellastra
Effect makes
content people
actually read**

Among the roughly 200 factors that go into the Google Search algorithm, content quality guides many of them and continues to be a central tenet, even with each major algorithm change. This means that top-ranking content needs to do more than resemble other high-performing links. It also needs to offer something uniquely valuable that readers can't find elsewhere. This tells search engine algorithms that the URL in question deserves Page 1 rankings.

You can see this play out in the top 10 blogs that drive traffic to the Spacial website. Content targeted the how-to of building an ADU, offered valuable advice on which providers are best, and the costs associated with building an ADU. This helpful information is precisely what a serious lead wants to know before engaging with a company. This approach gently positioned Spacial as the best solution to the audience's problem.

#2

We fully stepped into the Spacial brand

When we create content, we don't just write for our clients — we write as them. Our copy looks, sounds, and feels like our clients wrote it themselves. For many content writers and agencies, this is one of the most difficult parts of content creation — but not for us.

At The Stellastra Effect, we're proud to call ourselves brand voice chameleons and mean it. We spend tons of time actually talking with our clients so that we can truly act as them in our writing. For Spacial, this process involved regular conversations with the CEO to learn Spacial's unique selling points in and out, and embody the company's brand and voice. Building this mutual trust takes time and effort, and it's the core of our continued success.

#3

We understood what separates Spacial from competitors

We don't leverage the first page of Google for facts. Instead, we go right to the best source: the client. Throughout our content development process, we used Spacial as our central information source so we could inherently fold the company's viewpoint and competitive advantages into our content. This allowed us to create something truly different and memorable for Spacial. We knew exactly what to say — and how to say it — because our knowledge came right from the people with the facts.

#4

The Stellastra Effect masters the content catalog

We dedicate writers to each account and train them on the ins and outs of the client's selling points. This ensures that our team's knowledge remains stored with a consistent set of talented writers, who then build on that knowledge over time to develop continuously strong blogs.

For Spacial, the result was a team that not only understood the company's service, competitors, and existing content inside and out, but knew cold what made them the best at what they do. This resulted in clear, confident copy. And it's important that this is a team, not one person — with a few hands on deck, our content never gets boring or redundant, and there's always someone on hand to help meet client deadlines quickly.

The Stellastra Effect delivers results — and has the awards to prove it

A good content agency writes decent copy. A great content writing partner gets results. The best content writing partners, though, couple these results with prestigious industry awards.

Our content writing skills and SEO prowess, combined with Improve's strategy and guidance, drive brand awareness — and, concurrently, sales — for clients including Spacial. They also win awards from leading content authorities such as the Content Marketing Awards. Whether we're writing blog posts about personal finance, extreme sports, the music industry, art history, or anything in between, the Stellastra team will master your clients' viewpoints and adapt our approach to their strengths.

The result is content that floors other content experts with how strongly it increases your clients' site authority and search rankings. We maximize your clients' positioning in the marketplace while wowing other content creators and marketers along the way.

Let's reach for the stars together. Contact The Stellastra Effect to dive deep into how a partnership with our agency can take your clients' content out of this world.



The **Stellastra** Effect

OUT OF THIS WORLD CONTENT WRITING

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