

# NUTSHELL

## Sales Content That Brings in Over 4,000 Visits Per Month

Nutshell is a CRM platform for sales operations and small to medium-sized businesses. In my time working with them as a client, we produced over 20 articles combining for 25,000+ words of content.

I oversaw production of the content we provided for Nutshell, including assigning content to our team of writers, managing deadlines, reviewing content, and working with writers to revise content accordingly. I also conducted keyword research and strategized article ideas to target the best keyword opportunities for Nutshell's target audience.

The content I've produced for Nutshell ranks on the 1st page of Google for competitive keywords such as **Cold Email Template**, **QuickBooks CRM**, and **Nonprofit CRM**.

Keyword	Volume <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic <sup>↓</sup> <sup>i</sup>	Position <sup>i</sup>	URL <sup>i</sup>	
cold email template	4	2,300	46	12.00	261	3	<a href="http://www.nutshell.com/blog/b2b-cold-email-templates/">www.nutshell.com/blog/b2b-cold-email-templates/</a> ▼

  

Keyword	Volume <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic <sup>↓</sup> <sup>i</sup>	Position <sup>i</sup>	URL <sup>i</sup>	
quickbooks crm	3	1,100	5	20.00	276	1 1 1	<a href="http://www.nutshell.com/blog/best-crms-that-integrate-with-quickbooks/">www.nutshell.com/blog/best-crms-that-integrate-with-quickbooks/</a> ▼

  

Keyword	Volume <sup>i</sup>	KD <sup>i</sup>	CPC <sup>i</sup>	Traffic <sup>↓</sup> <sup>i</sup>	Position <sup>i</sup>	URL <sup>i</sup>	
nonprofit crm	3	600	15	30.00	69	2 1 2	<a href="http://www.nutshell.com/blog/best-crms-for-nonprofits/">www.nutshell.com/blog/best-crms-for-nonprofits/</a> ▼



**5,500+**  
Keywords  
ranked



**4,000+**  
Website  
visitors/month



**200+**  
New  
backlinks



**25,000+**  
Words of new  
content

Results as of 8/4/2020