

October 2025

Q3 2025 Quarterly Business Review

Powered by Search



Agenda:

1. Q3 2025 Performance Summary
2. Organic Search
3. What's Next

Q3 2025 Performance Summary

Q3 2025 Executive Summary

- After redefining our NSM, Q3 proved our bets were right. By sharpening our value narrative and optimizing demo pathways, we hit the target of 13 demos, **our strongest quarter yet**. Authority content and CRO work fueled momentum, with +30% active users and +77% sessions YoY.
- We're entering Q4 with 6 demos already in October, pacing toward 17. The focus now: double down on what's working, high-intent content, conversion optimizations, and scaling the channels driving the strongest demo growth.

Organic Results

13

Demos

+30% YoY

659

Organic
Active Users

+66% YoY

1,083

Organic
Active
Sessions

+77% YoY

How did we get here?

How Our Strategy Won Results

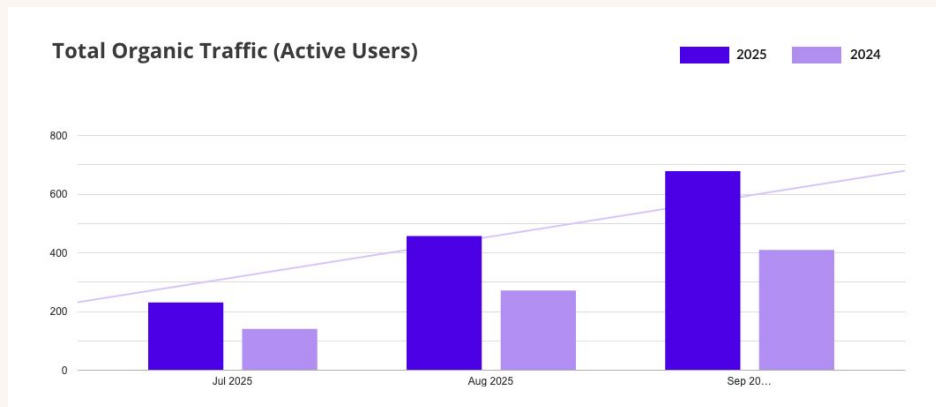
- **Education Content**
 - *Created foundational content to educate prospects on "" and implementation, contributing to +66% YoY growth in organic users:*
- **Employee Engagement Authority Building**
 - *Developed comprehensive employee engagement resources to capture high-intent prospects, directly supporting our demo growth.*
- **Workforce Retention Thought Leadership**
 - *Established Client as the go-to resource for retention strategy expertise targeting HR leaders and executives:*
- **Content Cluster Strategy**
 - *Built interconnected content clusters that guide prospects through the buyer's journey from awareness to consideration to decision, a structured approach that contributed to our +77% YoY increase in organic sessions.*
- **Sales Enablement Integration**
 - *Sales-enablement content tackled objections and boosted gamification ROI clarity, helping users self-qualify, a strategic shift that contributed to our +30% YoY increase in demos.*

Stronger SEO, Smarter Content: +77% Organic Traffic YoY

Driven by targeted SEO wins across high-intent, bottom-of-funnel content

In Q2, we've generated 1,083 organic sessions, a **77% increase compared to Q3 2024**.

This surge to 1,083 sessions in Q3 2025 reflects the impact of ongoing SEO efforts, including sharper keyword targeting, expanded bottom-of-funnel content, and greater visibility on high-intent search queries.



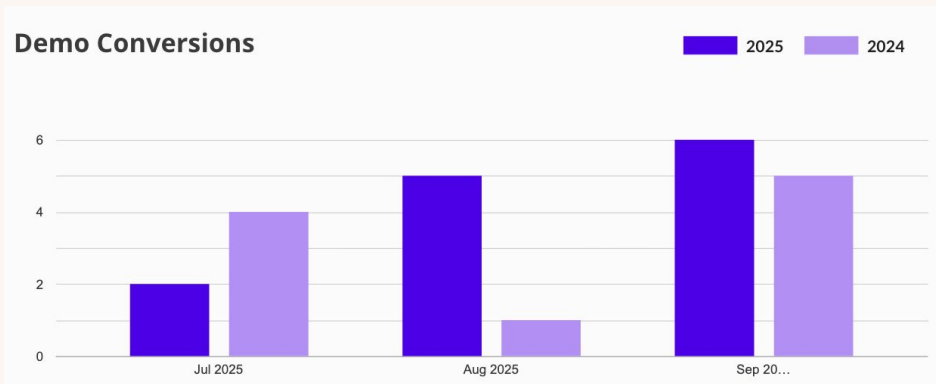
1,083 Organic Sessions
(+77% YoY)

30% Growth in Demo Sessions Tied to New Website Architecture

In Q3, we've generated 13 Demos, a 30% increase compared to Q3 2024.

This surge to 13 demos in Q3 2025 reflects the impact of our new site design and architecture, which guides users more intuitively through the conversion funnel, combined with ongoing SEO efforts including sharper keyword targeting and expanded bottom-of-funnel content.

September set a new benchmark with 6 demos, establishing the performance standard we're now working to match and exceed.



13 Demos
(+30% YoY)

Q3 Learnings: Audience Fit Insights

By analyzing the most visited pages from organic search, we can see that Client is reaching the right audiences, leaders focused on performance visibility, motivation, and engagement.

What We're Seeing

- Strong organic traffic from Ops, HR, and "" leaders exploring KPI-driven workflows.
- Top pages: ""
- Growing discovery from SaaS and service-sector teams via organic and podcast content.

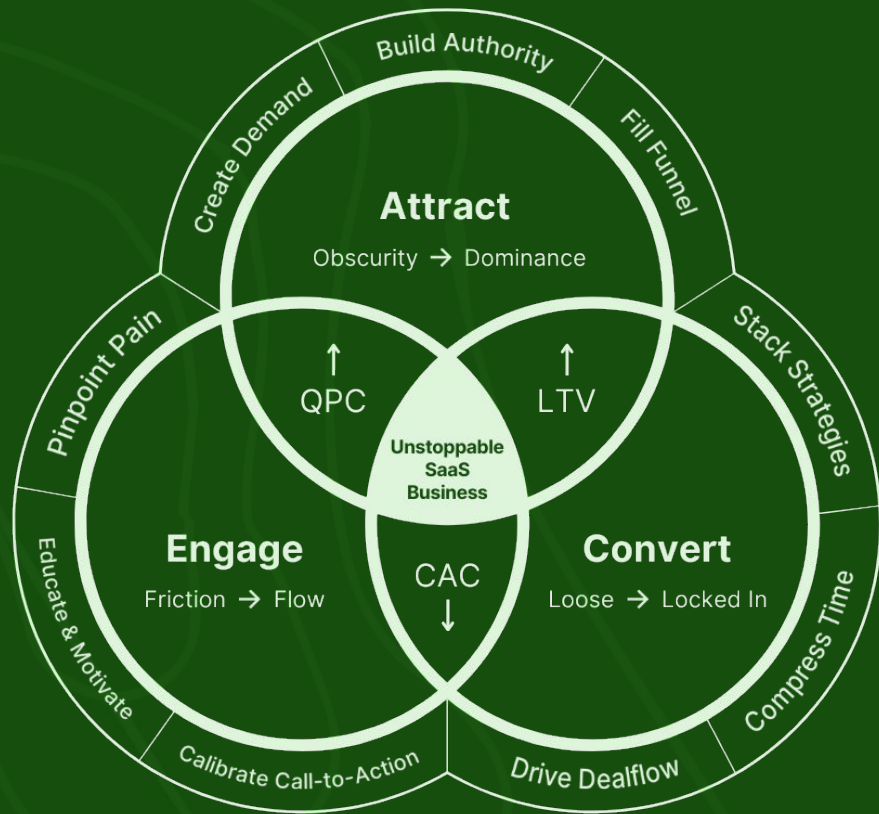
What We're Seeing

- ✓ Yes – page-level engagement confirms we're resonating with management and operations roles.
- ⚠ Some early-stage visitors still need clearer guidance toward demos or proof content.

Next Moves (Q4)

- Add persona-specific CTAs on high-traffic "How It Works" pages.
- Define messaging around ROI and use-case value for people leaders, reinforcing it with strong social proof to build credibility and trust.

How Do We Win in Q4?



High-Level Bets Driving Next-Quarter Growth

To hit our NSM demo goal of 17 conversions for Q4, we'll focus on three high-impact levers that strengthen conversion efficiency and sustain top-of-funnel growth. **This target reflects a forecasted 30% QoQ increase in demos**, building on the strong foundation and validated strategies from Q3.

Using The Predictable Growth Methodology™
(ATTRACT → ENGAGE → CONVERT)

1

Build Intent-Driven Content Clusters
(PGM: Attract)

2

Enhance On-Page Content to Improve
Lead Quality (PGM: Engage)

3

Refine Conversion Pathways to
Accelerate Demo Growth (PGM: Convert)

#1

Build Intent-Driven Content Clusters to Sustain Growth

Why this matters

We're growing organic traffic, but need to capture higher-intent demand.

Launching focused clusters around performance management and employee engagement, plus new glossary and comparison pages, will attract qualified visitors ready to convert.



Lever 1: Build Intent-Driven Content to Sustain Traffic Momentum

Objective

Maintain and grow organic momentum by capturing high-intent searches that align with demo-ready prospects.

Key Levers

1. Launch content clusters targeting "".
2. Create 3–5 glossary pages and comparison blogs built from sales battle cards.
3. Add 15–20 internal links from blog posts to high-converting feature pages with strong CTAs.

Expected Impact

- Strengthened topical authority across key commercial-intent categories.
- Sustained organic user growth and improved traffic quality.
- Increased click-throughs to demo pages via better internal linking paths.

#2

Enhance On-Page Content to Improve Lead Quality

Why this matters

More visitors need stronger reasons to convert.

Adding FAQs, use cases, and trust elements like case studies and certifications will improve lead quality and reduce friction in the sales process.



Lever 2: Enhance Content to Improve Lead Quality

Objective

Increase lead quality and sales efficiency by giving prospects the clarity and confidence to convert on their own.

Key Levers

1. Add conversion-focused FAQs with schema to address pricing and objection questions.
2. Integrate use case examples and case studies to help prospects self-qualify.
3. Build trust elements, industry-specific case studies to reduce friction and repetitive sales inquiries.

Expected Impact

- Higher-quality inbound leads with stronger purchase intent.
- Reduced sales cycle time through better pre-qualification.
- Greater trust and engagement across key conversion pages.

#3

Refine conversion pathways to accelerate demo growth

Why this matters

By refining key user flows, from landing pages to demo CTAs, clarifying value propositions, improving visual hierarchy and messaging consistency, and testing CTA placement and copy across touchpoints, we can accelerate demo growth and lift overall engagement by 10–15%

Lever 3: Refine conversion pathways to accelerate demo growth

Objective

Refine conversion pathways to accelerate demo growth by improving how quickly and clearly users understand product value across key touchpoints.

Key Levers

1. Optimize landing pages, feature pages, and demo flows with clearer value propositions and stronger visual hierarchy.
2. Ensure CTAs are visible, action-oriented, and consistent across the site to guide users seamlessly from interest to conversion.
3. Run A/B tests on messaging, design, and CTA placement to identify and scale the highest-performing variants.

Expected Impact

- +25% lift in demo conversions, improving from 0.20% in Q3 to 0.25–0.30% in Q4.
- Stronger intent alignment and conversion flow, translating engagement gains into measurable demo growth.

Note: The 0.20% conversion rate is based on 13 demos from 6,388 active users in Q3.



Opportunity

How We'll Win in Q4

To hit our goal of 17 demos this quarter by improving conversion efficiency, content quality, and traffic intent alignment, PBS will help Client by focusing on three strategic levers.

1. Build Intent-Driven Content Clusters (PGM: Attract)

- Launch content targeting "".
- Create 3-5 glossary pages and competitor blogs using sales battle cards.
- Add 15-20 internal links from blogs to feature pages with strong CTAs to boost traffic flow and conversions.

2. Enhance On-Page Content to Improve Lead Quality (PGM: Engage)

- Add conversion-focused FAQs with schema, addressing objections and pricing.
- Include use case examples and ROI calculators to help prospects self-qualify.
- Strengthen trust signals through industry case studies and security certifications to improve lead quality and reduce sales friction.

3. Refine Conversion Pathways to Accelerate Demo Growth (PGM: Convert)

- Strengthen above-the-fold messaging to communicate product value instantly and drive higher demo intent.
- Apply a clear visual hierarchy that naturally guides users from key benefits to action within seconds.
- Conduct A/B testing across messaging, CTA copy, and placement to identify high-performing patterns that lift engagement by 10-15%.

Thank You