

USING GOOGLE DATA STUDIO TO TRACK SEO-DRIVEN CONTENT ROI FOR A B2B SAAS PLATFORM

1. Client Background and Goal

A US-based B2B SaaS company running a product-led growth strategy publishes weekly SEO-optimized blog posts aimed at driving inbound leads. The marketing team used Google Analytics and Search Console but lacked a clear system to **connect blog performance with lead generation metrics**. They required a **Google Data Studio dashboard** focused on:

- Measuring organic traffic and engagement for blog content
- Evaluating keyword cluster effectiveness
- Tracking scroll depth and conversion events
- Demonstrating content ROI to senior management

Primary Goal: Quantify SEO content performance across the funnel—from impressions to leads—at the blog level.

2. Data Sources and Integrations

The following sources were connected to Looker Studio:

- **Google Analytics 4 (GA4):** for sessions, scroll depth, event tracking (lead form submissions, demo clicks)
- **Google Search Console (GSC):** for keyword queries and CTR at the page level
- **Google Tag Manager Events:** custom scroll tracking, time-on-page
- **CRM Export (CSV via Google Sheets):** leads attributed to blog URLs
- **Keyword Clustering Sheet:** manually grouped URLs by intent (e.g., TOFU, MOFU, BOFU)

Tools Used:

- Looker Studio
- GA4 and GSC native connectors
- Google Sheets with VLOOKUP-based keyword grouping
- Event data from GTM push to GA4

3. Dashboard Design and Features

Page 1: Blog Overview

- KPI cards: Organic blog traffic, average scroll depth, conversion events
- Line chart: Traffic and conversion trends over time
- Table: Blog URLs ranked by organic traffic

Page 2: Keyword Cluster Insights

- Filter: Intent type (TOFU, MOFU, BOFU)
- Bar chart: CTR by keyword group
- Table: Queries and landing pages by intent
- Scorecard: Average position per cluster

Page 3: Engagement & Lead Conversion

- Chart: Scroll depth vs. form conversion rate
- Funnel: Sessions → Scroll 75% → Click CTA → Submit Form
- Table: Blog titles with high engagement but low conversions (for optimization)

Page 4: ROI Summary

- Blog-level report with estimated value per lead (from CRM sheet)
- Organic leads vs. paid leads breakdown
- Month-over-month lead growth from SEO content

4. Key Metrics Tracked

- Organic blog sessions
- Average scroll depth (via GTM event)
- Lead form submissions from blog CTAs
- Keyword-level impressions, CTR, position
- Conversion rate by intent group
- Estimated revenue contribution of organic blog traffic

5. Impact and Outcome

- **Attribution Clarity:** Mapped top-performing blog content directly to qualified leads in the CRM
- **Optimization Focus:** Identified high-traffic blogs with low conversion efficiency
- **Executive Visibility:** Monthly dashboard exports gave leadership visibility into SEO ROI
- **Editorial Strategy:** Influenced content calendar toward BOFU content with higher conversion ratios

6. Final Deliverables

- Live Looker Studio dashboard (4-tab layout)
- CRM-to-content lead mapping sheet
- Monthly performance export template (PDF + Google Slides)
- Tag Manager event configuration guide
- Keyword clustering logic sheet (Google Sheets)

7. Academic and Corporate Relevance

- **Corporate:** Ideal for SaaS companies, content marketers, and inbound growth teams needing evidence of content effectiveness.
- **Training Use:** Case example for blended dashboards involving CRM, GTM, GA4, and GSC in Looker Studio.