



Winning in a Market Where Competitors Spend Millions

Case Study · PanTerra Networks
UCaaS · Business VoIP · Nationwide

2,130%

Traffic Growth

627%

Keyword Growth

60+

SQLs/Month

40-700x

Efficiency vs. Paid

Invisible Against Giants Spending \$5M+ Per Month

CLIENT OVERVIEW

PanTerra Networks is a cloud-based unified communications provider serving small and mid-market businesses — VoIP, call center, and messaging under one roof.

Their competition is enterprise-backed: RingCentral, Dialpad, Nextiva, and 8x8, each spending **\$600K to \$5M+ per month** on marketing.

THE CHALLENGE

PanTerra had real advantages — better pricing, genuine flexibility, and none of the hidden fees their competitors buried in fine print. What they didn't have was visibility.

Competitors owned every high-intent search term. Without the budget to outspend them, PanTerra needed a strategy that didn't depend on spend.

COMPETITOR	EST. MONTHLY MARKETING SPEND
RingCentral	\$5M+
8x8	\$2M+
Nextiva	\$1M+
Dialpad	\$600K+
PanTerra (start)	~\$0 organic

Four Levers That Changed the Math Entirely

01 CONTENT AT SCALE

21 articles targeting every high-intent UCaaS keyword cluster — from "business VoIP" to "call center software" — establishing PanTerra as the authoritative voice in a category dominated by massive brand spend. Optimized for both traditional SERP and AI search visibility.

- 21-Article Batch · GEO/AIO Optimized
- Authority Clusters

02 COMPETITIVE DISPLACEMENT PAGES

Dedicated head-to-head comparison pages against Net2Phone, Dialpad, Nextiva, 8×8, and Zoom Phone — engineered to rank for bottom-funnel "vs." and "alternative" searches where buyers are ready to decide.

- 5 Comparison Pages · Bottom-Funnel
- Decision-Stage SEO

03 LOCAL SEO ROLLOUT

City-by-city expansion targeting major metros — Chicago, Phoenix, Oakland, Riverside County, and Omaha — using area-code keyword strategies to capture local enterprise searches.

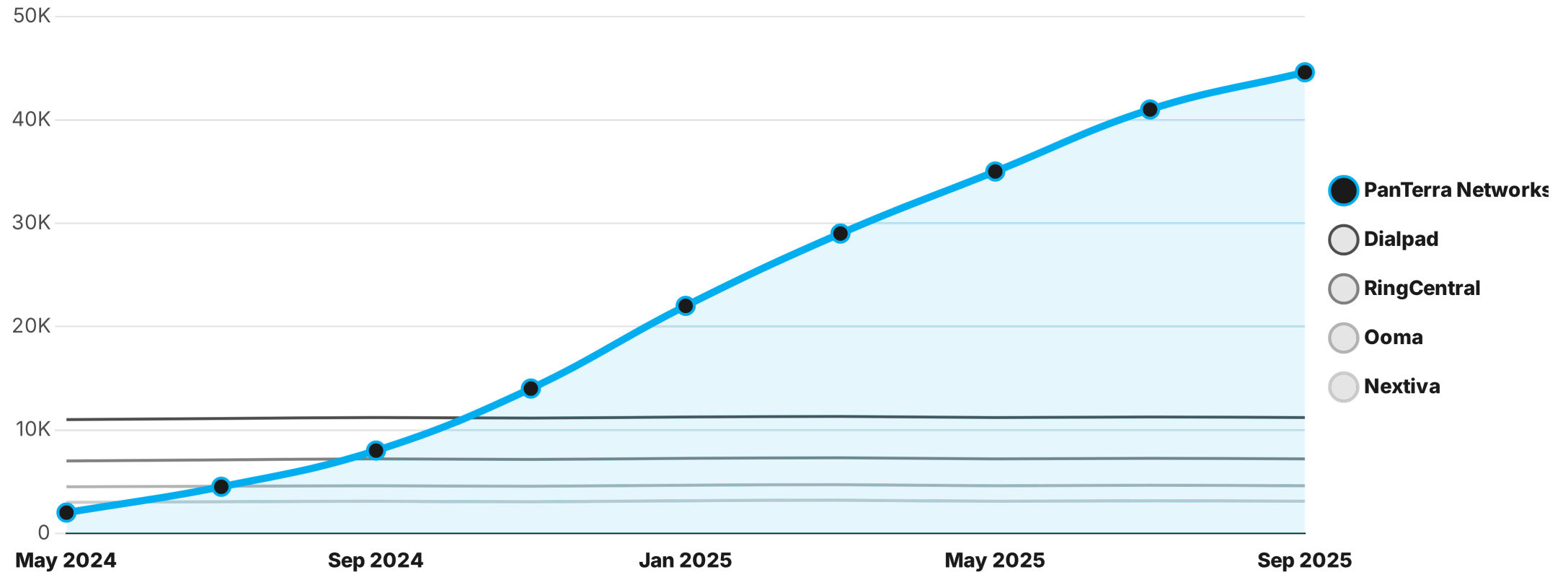
- 5 Metro Markets · Area-Code Targeting
- Local Landing Pages

04 PRICING PAGE ARCHITECTURE

Rebuilt PanTerra's pricing content to rank for high-conversion queries while clearly differentiating their value against competitors charging hidden fees.

- Pricing Page SEO · Value Differentiation
- Demo-Request Funnel

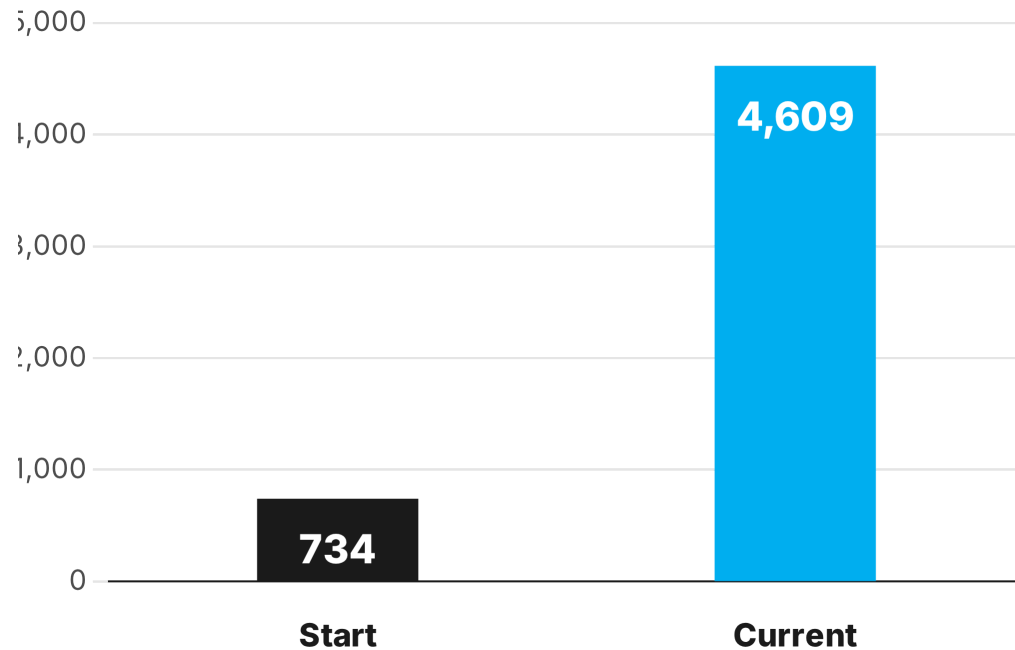
From 2,000 to 44,600+ Monthly Visits — 100% Organic



2,130% GROWTH · 100% ORGANIC · ZERO PAID SPEND

627% More Keywords, 60+ Monthly SQLs — All From Organic

KEYWORDS RANKED



MONTHLY SQL PIPELINE

60+

SQLs / Month

- 100% from organic search
- 40–700× efficiency vs. paid

4,609 ▲ 627%

Organic Keywords Ranked

44,600+ ▲ 2,130%

Monthly Organic Visits

60+

SQLs/Month · 100% from organic

100%

Organic Traffic Share · Zero paid dependence

Massive Pipeline. One of Tech's Most Competitive Categories. Zero Paid Spend.

TRAFFIC TRANSFORMATION

+2,300% Growth

Start: 2,000

Current: 47,000+ monthly clicks

2,130%

Organic Traffic Growth

2,000 → 44,600+ visits/mo

627%

Keyword Growth

734 → 4,609 ranked terms

60+

SQLs Per Month

100% from organic

40–700×

Efficiency vs. Paid

Zero paid dependence

"If PanTerra can win here — against competitors spending millions every month — imagine what Made Simpler can do in a market where that kind of spend isn't even on the table."