

# Improving Scientist Reach through SEO to Accelerate Commercialization Efforts



## Problem

Life science companies expanding into new markets must consider region-specific online search patterns to improve their reach. Our client sought to improve its SEO strategy ahead of a push to expand its commercial presence into North America. To that end, they used their remaining marketing budget to improve their weak search visibility and initiate more conversations about their solutions.

## The GenoWrite Approach

The market GenoWrite's client operated in was highly competitive. Many search results were dominated by a major competitor that had already established its operations in North America. Because the client was still learning how search visibility could support commercial expansion, GenoWrite began by connecting SEO strategy to the company's business development goals.



First, GenoWrite held **sessions** to note the client's commercial objectives and the competitive landscape it faced.



From there, we **identified product differentiators** that larger competitors could not easily cover.



With these differentiators in place, we **guided the business development and sales teams** towards lower-volume, high-intent search queries that could support future sales conversations.

## Results

GenoWrite was enlisted to **write six blog articles** to push their AI search efforts forward. After implementing GenoWrite's content strategy, **every article ranked for multiple targeted search queries** related to common researcher questions in the client's industry. The articles were also observed appearing in AI Mode search results, suggesting that the content was structured clearly enough to be surfaced in AI-assisted search experiences. The project, in turn, helped strengthen the foundation for the client's internal marketing team to continue building online visibility after the engagement ended.

## Conclusion

Search volume is only effective when the content answers the most questions that your target audience is searching. By applying product-led SEO principles, GenoWrite helped show that lower-volume scientific queries can still produce meaningful engagement when they align with researcher intent.

In short, SEO content best serves the company when it's **built around the intent of your audience**, whether researchers, investors, or executive teams.

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