

Cobalt Health — Organic Search Programme

A technical rebuild plus an editorial programme that took a stalled B2B site from 4,300 to 61,000 monthly organic sessions.



Cobalt Health · Health SaaS
SEO · 9 months · Oct 2024 — Jun 2025

Overview

CLIENT

Cobalt Health

INDUSTRY

Health SaaS

ROLE

Search partner

DURATION

9 months · Oct 2024 — Jun 2025

SERVICES

Technical SEO, Content strategy, Digital PR, Internal linking

TECHNOLOGY

Screaming Frog, Ahrefs, GSC, BigQuery, Looker Studio, Next.js

The client challenge

Cobalt published consistently for two years and grew nothing. A JavaScript-rendered site left 41% of pages effectively uncrawled, competing articles cannibalised each other, and none of the content was written for anyone with buying authority.

Research & Technical Audit

The audit explained why good content had never had a chance.

- Crawl and log-file analysis across 2,800 URLs
- 41% of content pages rendered client-side and rarely indexed
- Keyword cannibalisation across 74 overlapping articles
- Gap analysis against four competitors covering 2,100 commercial queries

Strategy

Fix the foundations, consolidate what exists, then publish against demand rather than opinion.

- Server-render every indexable route and rationalise the URL structure
- Consolidate 74 articles into 31 canonical pieces with redirects
- 14 topic clusters mapped to buying stage and role
- Original-data articles as the engine for the authority programme

Content & On-page

Every template was designed for the query it serves, not for a generic blog layout.

- Pillar, comparison, glossary and tool templates with distinct schema
- Programmatic internal linking driven by cluster relationships
- FAQ, Article and SoftwareApplication structured data
- Editorial standard requiring a named expert reviewer on clinical content

Technical Delivery

Implemented alongside Cobalt's engineers with search health monitored in CI.

- Migration to server-rendered routes with correct canonicals and hreflang

- Core Web Vitals brought to green across all templates
- XML sitemap segmentation and crawl-budget control
- BigQuery pipeline from Search Console for query-level reporting

Programme Output

Nine months of compounding work, still growing without additional spend.

- 62 articles and 9 interactive tools published
- 31 legacy pieces consolidated and redirected
- 48 earned links from health and technology publications

Deliverables

- Technical remediation across 2,800 URLs
- Topic architecture with 14 pillar clusters
- 62 commissioned articles and 9 tools
- Authority programme and monthly reporting model

Results

+312%

Organic sessions

1,940

Keywords in the top 10

+248%

Organic demo requests

97

Lighthouse SEO score

Client testimonial

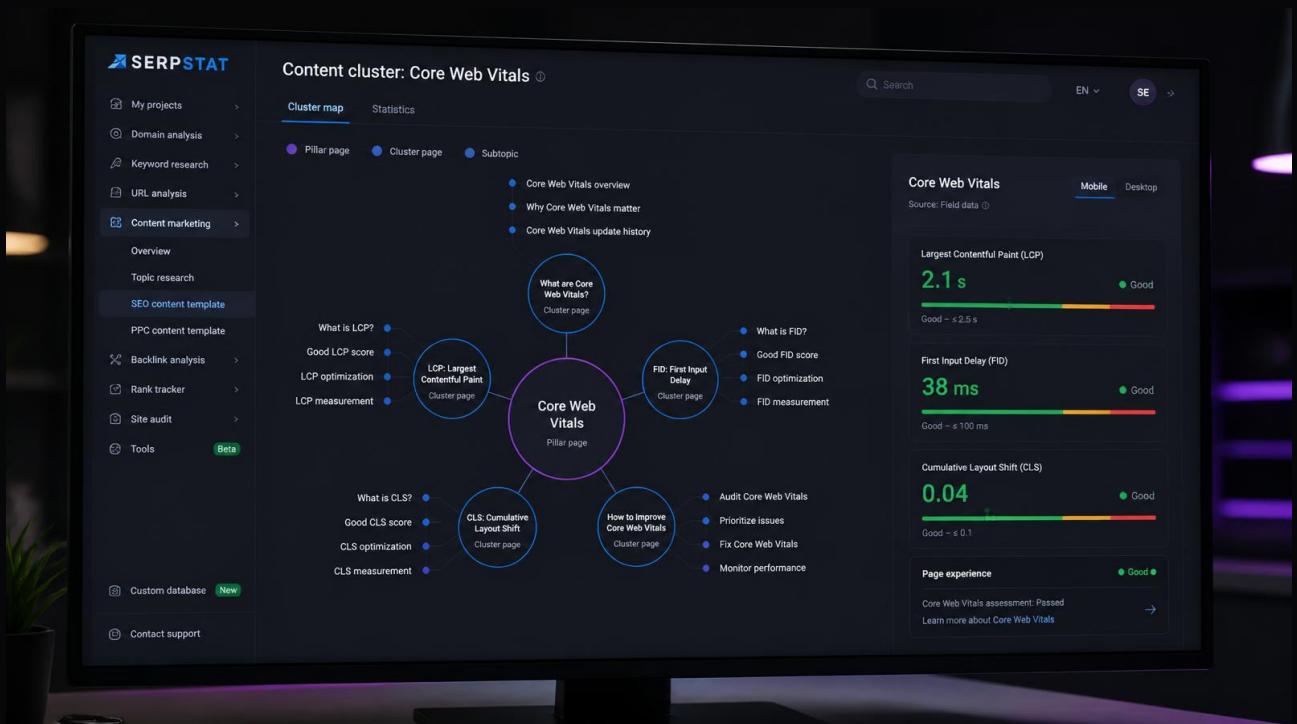
“Organic went from a rounding error to our largest source of qualified demos. The difference was diagnosis, not volume.”

Samuel Iyer — VP Marketing, Cobalt Health

Gallery



Search performance over the programme



Topic cluster architecture

Conclusion

Cobalt Health came to DEZMOLAB with a business problem, not a design brief. We diagnosed it, shipped against it and measured the outcome — and the work is still running in production today.

Work with DEZMOLAB

We design, build and grow digital products for startups, businesses and enterprises. If you have a problem shaped like this one, we should talk.

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