## CASE STUDY Existing Website Needs Optimization



Client microsite that came with an acquisition. Microsite is a compilation of blogs, training, and thought leadership but was never over optimized.

## **OPPORTUNITY**

Microsite had a large amount of content but it had never been optimized for

client search terms.

## PROCESS

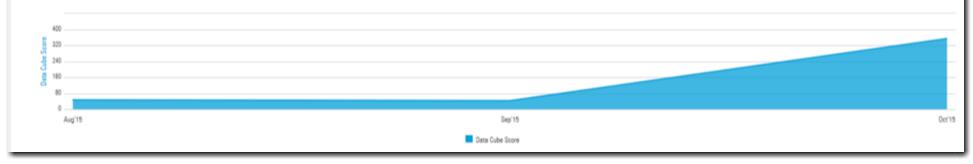
Review priority keywords for the client and look for opportunities to update the content of the website to optimize with vetted and approved keywords. Keywords were assigned to each page and each page was updated to be optimized with the existing target keywords.

## **BENEFITS**

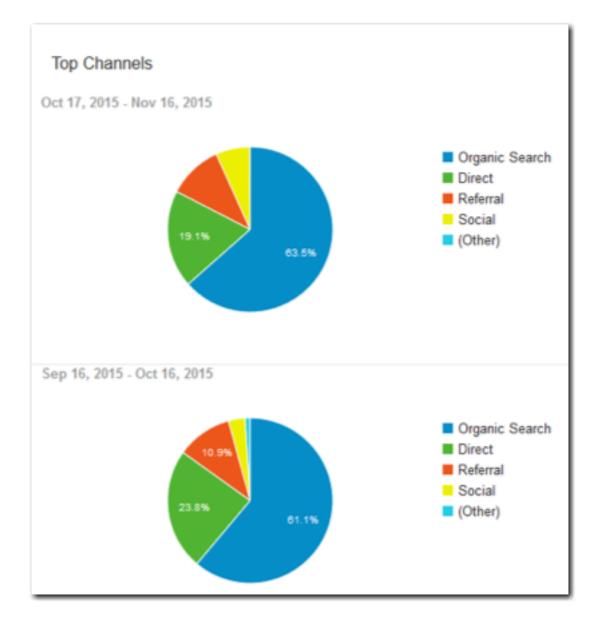
Organic traffic increased by 12.22% in the first month after optimization.

354 *718%	121 *53%	13 *85%	17 *113%	11 *83%
Data Cube Score - Search Vol x CTR	Total Organic Keywords	Ranked on Page 1	Ranked on Page 2	Ranked on Page 3
	rotal organic keywords	Hanked on Page 1	henked on hege z	Hanked on Fage





Note: Data Cube Score provided by BrightEdge (brightedge.com)





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