

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

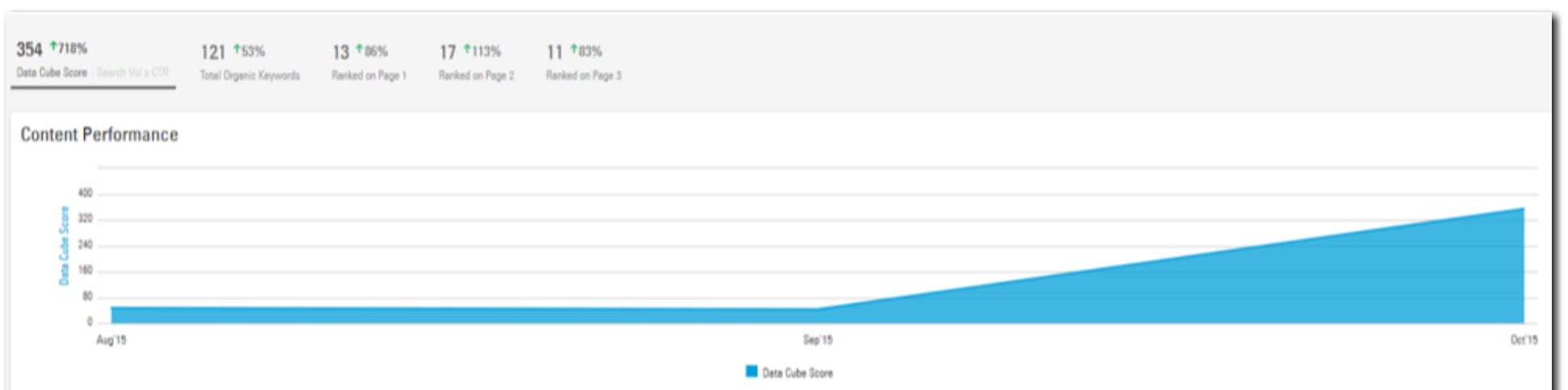
Microsite had a large amount of content but it had never been optimized for client search terms.

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.



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

