# BETTER SEO IN 3 MONTHS

The secret to a higher organic click-through rate in a short time can be as simple as good meta content

#### **CLIENT**

Medical college that had just undergone a name change and lost organic traffic

### **CHALLENGE**

Finding ways to improve SEO quickly while implementing long-term solutions

### SOLUTION

A seemingly simple fix with a major impact on search-engine visibility and traffic

## THREE-MONTH OUTCOMES

PAGES AT POSITION
50 OR HIGHER
704

ORGANIC CLICK-THROUGH RATE ORGANIC IMPRESSIONS 140%

#### META CONTENT PROBLEMS

- \$\langle\$ 13\% of pages had no meta titles; another 13\% had duplicate titles
- ♦ Page titles weren't targeted to product offerings
- ♦ All non-blog page titles had the client's old name
- 63% of pages had no meta description, including almost all blog posts
- ♦ Calls to action in meta descriptions were weak

#### META CONTENT FIXES

We focused on the client's value proposition, aligned with a key brand statement, so that:

- All titles aligned with content and product offering, and had relevant keywords
- All meta descriptions included a brand value proposition statement and a clear call-to-action
- ♦ All titles and meta descriptions met character limits

Result: more organic impressions and traffic.



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