

# 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

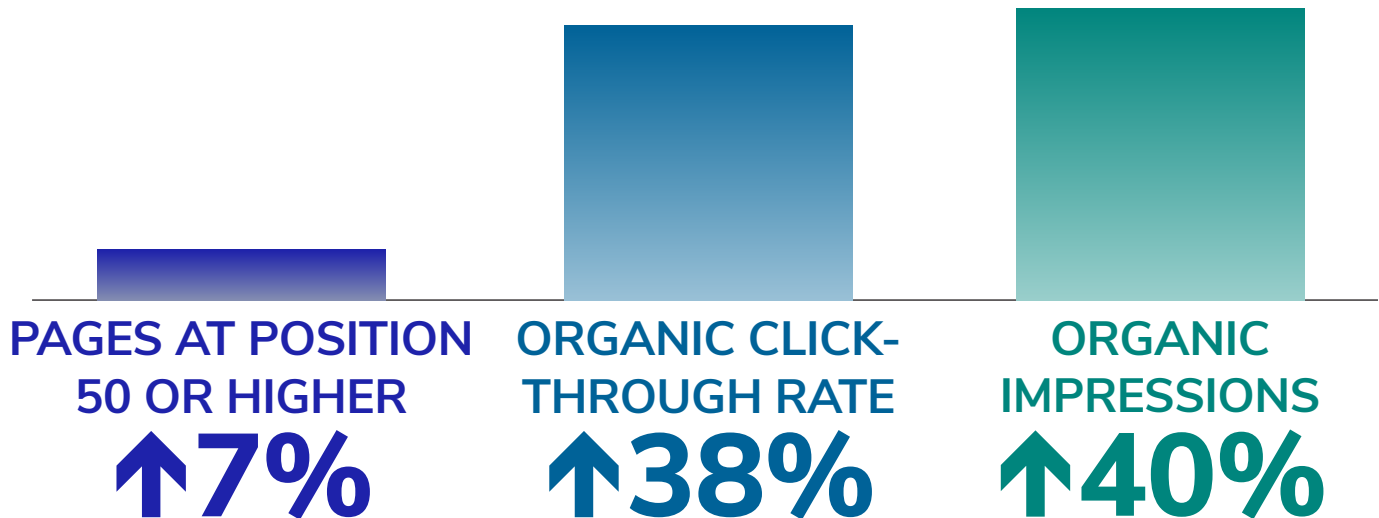
## CHALLENGE

- ◇ 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



### META CONTENT PROBLEMS

- ◇ 13% of pages had no meta titles; another 13% had duplicate titles
- ◇ 25% of pages had titles that were too long
- ◇ 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.**