

COMBINED SEO & PPC EFFORTS LED TO +1,000% ROI FOR B2B CONSTRUCTION COMPANY

Business Challenges

- Full site migration redirecting site's main pages from subdomain to main domain
- Niche services with limited keywords
- Long-standing client needed to maintain ongoing growth despite already having a strong digital marketing foundation

(un)Common Approach to SEO & PPC

- Aid with site migration through Organic and Paid
- Work collaboratively with Paid & Organic
 - Turn off Brand for Paid due to Organic Search rankings consistently being page 1
- Leverage Hubspot CRM data to attribute a \$ amount to each engagement

(un)Common Results



706% ROI
Organic
Search



1,200%
ROI
Paid Search



45% in Paid
Search
Leads

