

YEAR OVER YEAR NON-PAID CONVERSIONS INCREASED BY 23%

Business Challenges

- Grow the brand name
- Increase targeted traffic
- Produce qualified leads

(un)Common Approach to SEO

- Implemented structured data for SEO visibility in SERPs
- Content reviews to generate organic targeted traffic
- Recreated keyword bucket list to improve keyword tracking & rankings
- Silo implementation for a better site architecture & UX

(un)Common Results



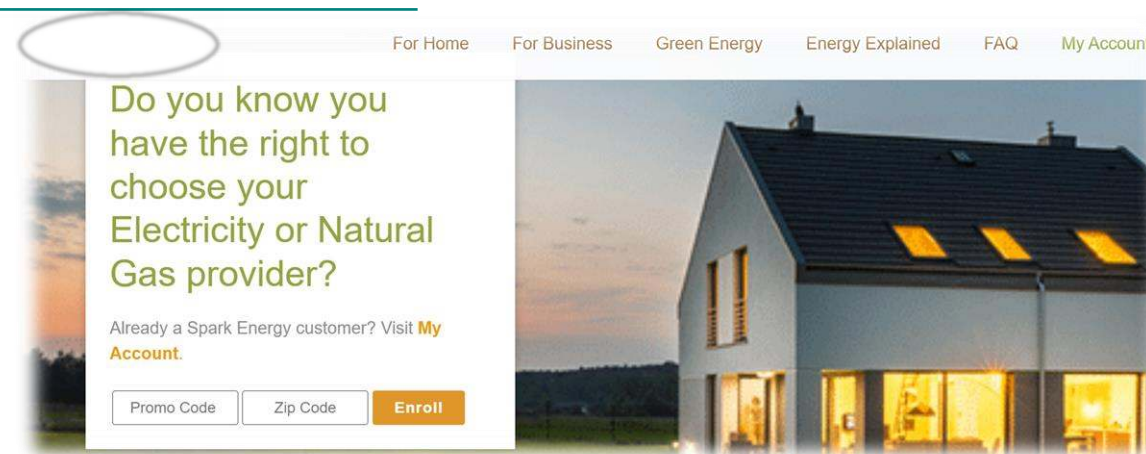
13.92%
Increase in
queries for
branded and
non-branded



13.4%
Increase in YoY
sessions



7.93%
increase in
conversion
rate YoY



YoY Non-Paid Conversion Comparisons

