

# IMPROVED VISIBILITY & DROVE LEADS VIA KEYWORD OPTIMIZATION & DATA-DRIVEN CONTENT DEVELOPMENT

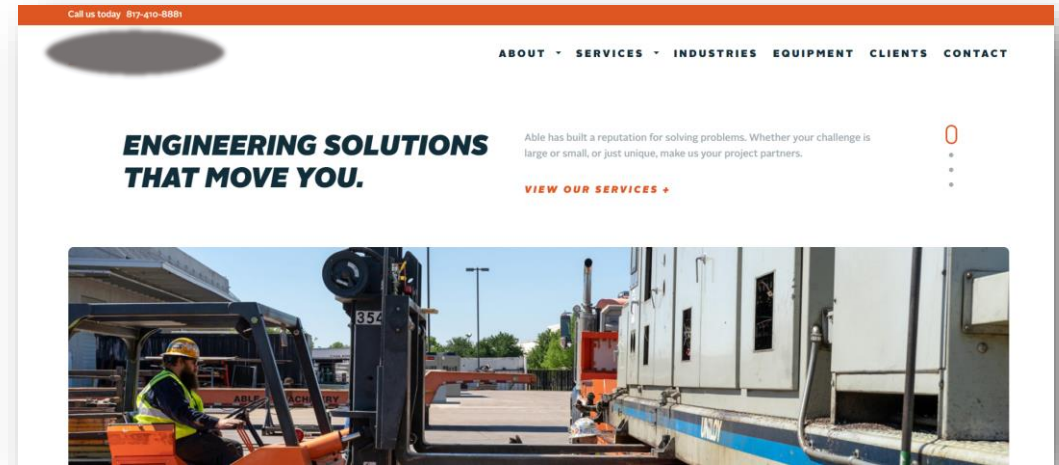
## Able Business Challenges

- Low visibility and traffic to the site
- Insignificant amount of leads generated via organic
- Need site to become a new customer acquisition channel

## (un)Common Approach to SEO

- Discovery session to refine customer profile
- Perform research to identify keywords reflective of target audience
- Refine landing page content to include information search engines finds relevant for key terms

## (un)Common Results



Terms on Pages 1 & 2 in SERPS

