

INCREASED ORGANIC CLICKS 29% & AVERAGE POSITION 12% IN 2 MONTHS THROUGH META CONTENT OPTIMIZATIONS

Business Challenges

- Large site with over 2,500 pages
- Enterprise-sized company with wide range of technological products in a competitive market
- Lack of visibility for non-branded terms

(un)Common Approach to SEO

- Implemented over 200 meta content optimizations in conjunction with full page optimizations & in-depth SEO analyses to ensure biggest impact on large site
- Conducted extensive keyword research and strategic keyword implementation to meta content to differentiate each page's unique content and create streamlined user experience

(un)Common Results



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First 3 Months of Meta Content Optimization Results

