

INCREASED TRAFFIC 136% YOY THROUGH EXPANSION OF CONTENT CATALOG & STRATEGIC ON-PAGE UPDATES

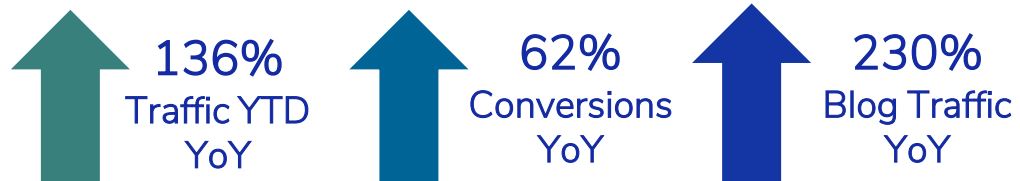
Business Challenges

- Consistent content was not being produced; client needed a more structured, intentional system
- Niche business (manufacturing consulting) made it harder to generate traffic

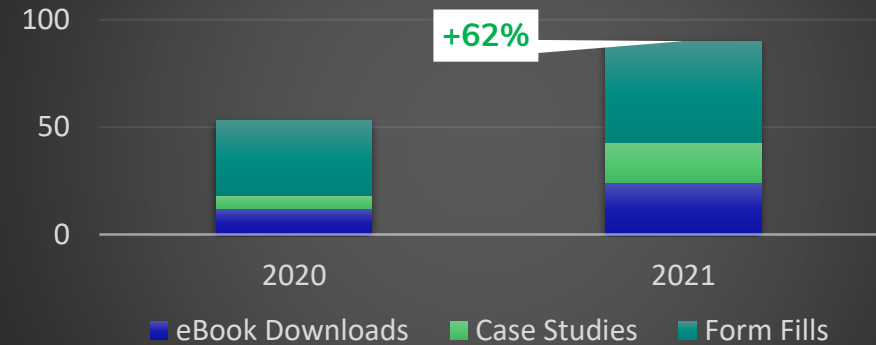
(un)Common Approach to SEO

- Looping in practitioners for new content, increasing stakeholders in SEO success
- Regular strategic content reviews of blog and main pages
- Various sitewide optimizations

(un)Common Results



Organic Conversions (2020 vs. 2021)



Organic Blog Traffic (Q3 vs. Q4)

