

# IMPROVED AVERAGE KEYWORD POSITION BY 20% & MORE THAN DOUBLED PAGESPEED SCORE FOR PRO BONO CLIENT

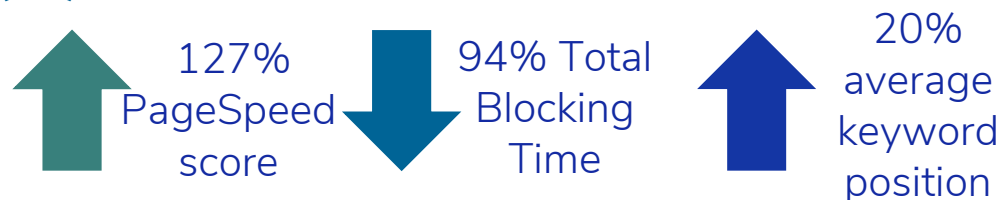
## Business Challenges

- Non-profit client has very limited capacity to implement
- Client cannot afford dedicated hosting

## (un)Common Approach to SEO

- Needed to find creative ways to provide value that don't take time or money
- Spoke with pro bono developer to arrange for them to pay for hosting upgrade

## (un)Common Results



## Before/After PageSpeed Scores & Pg. 1 Keywords



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)



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