

CONNECTED

Telecommunications firm lands new business from search engine optimization

Project Goals:

Increase the number of qualified business leads contacting the company for Internet, phone and data services

- Geotarget to increase organic search traffic for core business keyword searches to the website
- Convert website and social clicks to quote, contact forms, submissions, phone calls
- Rebuild web pages to provide more compelling user content and search entrances



Results & Key Performance Indicators



More site traffic – non branded organic search traffic increased 241% in six months



More time on site – average visit duration increased 92%



More leads – Contact Us page views increased by 290% and entrances increased by 228%