



Increase Organic & Paid Traffic

National Investigative Training Academy, USA

Products:



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Goals:

- v DSFTFIVNCFSPGRVMJGJFMFT
- v Increase the website's search engine rankings for optimal keyword visibility
- %o Execute a national content strategy or private investigator and security training

- Place an emphasis on primary markets (FL & GA), i Z[W will targeting the whole country
- Improve the brand's online visibility and reputation
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NITA tripled the number of leads they were receiving, and significantly enhanced their online reputation, with a full scope marketing strategy.



Results & Metrics:

10 High-Traffic Keywords Now Ranking in the Top 3 of Google

42%

More Visits to the Website's Contact Page

365

Paid Ad Conversions in December 2018 Alone

950%

Increase in Positive Customer Reviews



Increase Organic
& Paid Traffic

National Investigative Training Academy, USA

Products:



NITA wanted to position itself as the nation's leading online institution for private investigator and security training.

Game Plan:

Paid Ads, SEO & Link-Building, Online Reputation Management

- ▶ Launch paid ad campaigns on both Google's and Facebook's ad platforms
- ▶ Add a continuous stream of fresh, new content to the site in the form of blogs.
- ▶ Clean up existing citations, and create over a hundred new online business listings
- ▶ Build high quality links from different reputable sources to establish high website credibility
- ▶ Launch email campaign to request reviews from past customers who had pleasant experiences

Why it worked:

The Importance of Links

Links are one of the most important factors in how search engines determine a website's rankings. Websites with large numbers of backlinks from a variety of different reputable sources are considered more authoritative and, as such, achieve higher rankings.

We do extensive link-building for our clients. This is key to a good long-term SEO strategy.

Effective Paid Advertising

There are many benefits to gain from pay-per-click (PPC) advertising. With the ability to launch campaigns with the click of a mouse, paid ads attract targeted traffic and qualified leads to your website almost instantly, all while adhering to a specified budget. Additionally, PPC offers increased brand visibility and recognition, double branding exposure (paid & organic), as well as measurable results.

Content Is King

The phrase "content is king" has almost become a cliché in the digital marketing industry. However, even after numerous algorithm updates and changes, content remains the most important factor in ranking pages.

By writing additional content for a website and optimizing it properly, rankings can be greatly improved.

Proper On-Site Optimization

On-site optimization involves the use of headings, internal links, external links, alt tags, titles, meta descriptions, keywords, and more in order to make a website more easily readable and understandable to search engines.

Using the right mix of on-site and off-site optimization is key to good SEO.

Online Reputation Matters

In the business world, reputation is everything. Especially online, where people have easy access to reviews and complaints about your business. Ignoring your reviews can be detrimental to your success, while actively improving your rating will incentivize potential customers to convert.



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