



Increase Organic & Paid Traffic

National Investigative Training Academy, USA



NITA Experiences Exponential Growth in Leads with a National Marketing Campaign

Goals:

- Increase the number of qualified leads
- Increase the website's search engine rankings for optimal keyword visibility
- Execute a national content strategy for private investigator and security training
- Place an emphasis on primary markets (FL & GA), while still targeting the whole nation
- Improve the brand's online visibility and reputation
- Implement a system for NITA to track live performance metrics

NITA tripled the number of leads it was receiving, and significantly enhanced its 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 Contact Page from July 2018 to December 2018

365

Paid Ad Conversions in December 2018 Alone

900%

Increase in Positive Reviews from July 2018 to December 2018



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Products:



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

Game Plan:

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

- ▶ Overhaul current titles and descriptions on the website, and re-optimize all pages
- ▶ Audit existing citations, and create over a hundred new online business listings
- ▶ Add a continuous stream of fresh, new content to the site in the form of blogs
- ▶ Build high quality links from different reputable sources to increase website credibility
- ▶ Launch paid ad campaigns on both Google's and Facebook's ad platforms
- ▶ Launch email campaign to request reviews from graduated students 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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