



Products:

Google Analytics

facebook Ads

Google AdWords

GatherUp

GAME PLAN:

- Implement an effective blogging strategy to expand site architecture and increase organic brand awareness
- Reoptimize/Identify SEO gaps on pages with highest conversion rates
- Audit existing citations, and build over a hundred new online business profiles/legal directory listings
- Conduct competitor analysis to expose areas that need improvement

GOALS:

- Increase the number of qualified leads by driving quality traffic.
- Maximize Google Maps visibility.
- Convert more users on map searches by building a stronger reputation through positive review generation.
- Position site as a stronger authority in the industry by building out more content.

RESULTS & METRICS:

+172%

in total web sessions

+76%

more phone calls

19%

more calls from Google My Business

184%

increase in traffic from Google

WHY IT WORKED

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 Onsite-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 offsite 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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