

Search-Engine Optimization (SEO) Client Case Study & White Paper

Brief Overview:

For a client who agreed to allow their company's results to be featured in a profile and for project-specific data to be utilized as the featured subject of this white paper, but who requested we withhold their company name and any specifically identifiable project details — given our specific usage of their prior vendor's name and results — Ink, Inc. Creative Group was able to achieve highly effective results that drastically over-performed the company's prior SEO marketing strategy, developed and implemented by a well-known firm — AdIQ — herein referred to as "Competitor."

Context & Results

In order to demonstrate the superiority of our services, and to secure a long-term business relationship with Client, Ink, Inc. Creative Group agreed to a paid-for trial period wherein Client would observe the impact of our approach—versus the results of Competitor—and then, should we overperform current results, engage a long-term commitment of our broader services.

The trial period—rather short in comparison to industry average, at only one month—was highly-successful for Client, resulting in an **increase in organic search impressions of 209%** compared to prior period, and an **overall increase in search click-through traffic to Client website of 43%** in the same period. Better yet, given the superior nature of the strategies we employed, the **traffic generated was of a far higher-quality** than previous search traffic, increasing broader market exposure through an association with the marque brands that Client had worked with.

This resulted **not only in web traffic growth** but also **business growth**, as Client's online presence and website was now able to generate *direct contact* from top brands seeking a working relationship with Client. Subsequently, Client secured both an **increase in average deal-size** and registered the **largest amount inbound-driven sales**—in both *total pipeline value* and *overall closed deal amount*—in Client's company history.

For a business that had previously been driven by *extensive outbound sales efforts* and *outreach*, the creation of such a strong inbound pipeline was highly-impactful, allowing Client to scale back outreach efforts and redirect resources from cold-calling and email solicitations to project fulfillment and scaling the business.

Our Process & Method

There were many reasons why our approach was more successful than Competitors, however, by isolating a few key areas, we can broadly cover the core-terrain most responsible for the dramatic impact that we were able to make. Firstly, our "deep dive" approach to Client's business, clientele, and broader brand appeal; secondly, our superior usage of data to create audience profiles and target key decisionmakers, and finally, the strength of our strategic messaging abilities and the SEO-optimized copy itself.

Unlike many competitors who "**churn and burn**" through customers, relying on a **volume-driven business model** rather than **true value-creation** for both client and company, we began with an in-depth approach to **truly understand** Client's business, who *key decisionmakers* were, what *terminology* was used, what terminology was used specifically when *seeking* services versus simply *informing* oneself about them or about the industry itself (a common mistake many SEO service providers make), and developing an approach consistent with our understanding of key stakeholders.

From this established foundation, we developed audience profiles—also utilizing information we sourced from Client's existing social media presence and the results

of our **proprietary brand questionnaire**—which allowed us to more directly communicate with potential customers who would be searching for Client’s services. The simplest explanation of the difference between our approach versus Competitor’s (or more broadly, *versus industry competitors at large*) would be that *they* attempt to communicate with the *Search Engine*, we attempt to communicate with **customers** *through* the Search Engine. What this means is that we aren’t *simply picking keywords for traffic potential*, but rather, we are attempting to truly understand the business and communicate in words that customers would utilize when seeking a client’s services. As a result, we knew much more about Client’s audience, how to speak to them, different qualities that they found appealing, and therefore, how to create better targeted messaging that would both increase *traffic* and *potential conversions*.

Finally, the strength of our approach truly lies in the combination of in-depth research and an aligned communications strategy. From this point, we had all the information needed to target key areas of quality traffic and therefore, the final step was to generate precise, sharp, and high-converting copy that was both optimized for *search* purposes and for *story-telling* purposes. In order to stand out, we believe that copy must be both *communicative* and *compelling*; *boring* does not earn *clicks*. Those searching are looking for *information*, yes, but they also are looking for *an angle*: what makes *you* unique, why is *your link*—of *all these* results—worthy of my click. As a company with a strong *creative* background, we hold an advantage over competitors whose business models are more narrowly-defined, allowing our talented team of copywriters to create effective communication that use story—even a single sentence can be made to contain a full narrative arc—to differentiate our clients from the sea of results. Our meta descriptions were subsequently designed to not only *convey* but to *compel a click*.

In the end, our approach was more resource-intensive, but also far more effective and resulted in real business growth for Client.

Independent Audit

In order to ensure our results were accurate and measurable (beyond bottom-line impact on Client's underlying business), we employed independent SEO auditing throughout the process (beginning in the proposal phase with Client, in order to establish their current level of service), with three major services utilized: RankMath, SEO Audit by Octoboard, and SEMRush. Without any overall structural changes to Client's website (including some areas—mainly image "alt" descriptions, the addition of relevant header tags where needed, and improved loading speed—in which we requested improvements), we were able to employ on-page SEO techniques which increased site ranking *across the board*.

Note: *This white paper profiles the specific results a client was able to achieve with our services. It is not a guarantee of results in every use-case; applicability varies.*