



2015-2017

SEO & Content Marketing



Problem

- 1 - Client was performing well for a select group of core keywords but lacked overall SEO visitor growth. Client was looking for opportunities to grow beyond core keywords.
- 2 - Client planned to redesign their website to be mobile-friendly and needed a SEO transition strategy. There was concern the transition from a desktop-only layout and content to the new layout would cause damage to their SEO performance.
- 3 - Client expressed the need to improve their content marketing performance and stated a lack of measurable results from previous content marketing efforts. “Content marketing” became, in their words, a dirty word. Content was created in the past but didn’t appear to have much impact on results.

Solution

Interactive Cleveland conducted a SEO audit, brief content audit, and analysis of social proof. Content for the blog was being created but the content was very thin, lacked keyword targeting, and had few social shares. Interactive Cleveland recommended building a keyword targeted content strategy based on monthly topics. The topics would be researched and aligned with organic searches to have the maximum impact to both SEO performance and social shares. Interactive Cleveland also made recommendations to content depth and opportunities to improve evergreen content. SEO recommendations for all articles were provided on a monthly basis from 2016-2017.

1. Full SEO Audit & Execution Support (2015-2016)
2. Mobile-friendly Redesign & Transition Strategy (2016)
3. Content Marketing & SEO Strategy (2016-2017)

Results

1 - After completing several audit tasks in 2015, client noticed a jump in SEO sessions and conversions.

	2014	2015	(+/-)
Google Sessions	619,275	731,094	18.1%
Google Conversions	3,165	4,368	38.0%

2 - Client noticed a 11% boost to SEO conversion performance post mobile friendly re-launch in 2016.

	2015	2016**	(+/-)
Google Sessions	708,713	731,094	3.2%
Google Conversions	4,368	4,853	11.1%

3 - Client benefited from a 18% jump in total organic conversions from Q1-Q3 2017 as the content marketing strategy was executed.

	2016 (Q3)^	2017 (Q3)^	(+/-)
Google Sessions	555,450	610,855	10.0%
Google Conversions	3,714	4,375	17.8%

[^]Google Organic Session Data from Q1-Q3, 2016 vs. 2017

^{**}Underwent CMS update and mobile-friendly redesign

Social Media - After seeing a handful of social shares in past articles in 2014-2015, the client noticed social shares in the 1,000s in 2017. Some articles created in 2016 and 2017 have nearly 10,000 social interactions. Improvements to organic performance were also having an impact on social proof.



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