



Financial Credit Company Debt Settlement Case Study

Overview. Financial Services Company had been spending approximately 6K per month purchasing leads from various sources online and off line. They were not satisfied with the quality of the leads **which led to poor conversions and ROI**. They were looking for a long term, sustainable source of high quality leads from their web site without having to spend time and money to manage a pay per click campaign.

Objective: Client wanted Top SEO Marketing to build a target market that would bring qualified, traffic / visitors to site that would "make their phones ring".

Issues: Little to no exposure (rankings) within Top 30 Rankings of any major search engine. Site had script errors, image errors, usability issues, spelling errors and duplicate content issues. They had no link strategy or plans for social media. The site had no call to action focus for sections or pages. Canonical Domain issues, poor directory structure all leading to their web site's failure to bring in calls and leads.

Managing the SEO Campaign

- Performed detailed keyword research and competitive analysis to determine competitiveness of market, higher percentage keyword phrases, market demographics, focus needed to increase opportunities within higher margin services and to determine keyword phrases that would enable us to reach the high quality target market.
- Created a customized SEO strategy that included technical problems found on the site and recommended fixes that were done prior to launching our initial campaign effort.
- Implementation of the detailed SEO optimization plan and review of all structural changes that we had made to the site and additional pages that we created focused on primary keyword groups we identified in our keyword and market research.
- Added web analytics to the site in order to measure traffic and better understand user behavior which we used to modify and re-optimize the site during the campaign.
- Worked on adding content, removed duplicate content and added "call to action" items to site.
- Within 30 days we had completed initial work on site, initiated custom link campaign and began long term review of content issues and usability.
- On-going management of campaign, re-optimized as needed in order to create search density and bring in higher quality of traffic in order to increase conversions.

Results. The client began to realize results from our efforts within the first three months of the campaign. We were able to track and measure our effectiveness and found we had achieved a:

- **1300%** increase in ranking exposure (Top 30 rankings) 3 Months
- **3100%** increase in rankings (Top 30 Rankings) 6 months
- 132% increase in rankings just between 3 and 6 months
- **7100%** overall increase in organic search visibility for highly targeted quality keyword phrases.
- Number of visitors converting on site increased by approx. **1100%!**
 - Increased revenues, lowered cost of new customer acquisition.
 - Eliminated dependency on pay-per-click and buying leads.