

# FEATURED CASE STUDY

## WEBSITE COPY AND ORGANIC SEO CONTENT

### CHALLENGE

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An interior designer needed new website copy and organic SEO content to increase sales. Their specialties include kitchen remodels, flooring, and open-floor living spaces.

### SOLUTION

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- Conducted Google AdWords keyword research with targeted keyword groups and specific phrase matches
- Identified long-tail search keywords to organically pursue with website content and content marketing efforts
- Published website content with strategic targeting towards buyer interests, concerns, and pain points
- Tracked site engagement activity and adjusted monthly content to focus on popular interest points on the website

### RESULTS

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Our efforts increased their website traffic by over 300% and led to tripling their total business sales in the first year of working together.

**Do you need fresh, compelling copy for your website?**

**START A CONVERSATION**

*Disclaimer: This documented results of this case study are intended to illustrate potential results of similar content strategies and services and cannot be a guarantee of future results.*