



FEATURED CASE STUDY

WEBSITE COPY AND ORGANIC SEO CONTENT

CHALLENGE

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

- 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

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.