

Case Study #6: SEO

Search Engine Optimization—Case Study #6 All clients

I partner with a number of associate firms that can help optimize SEO. This work is far too complex and changes too quickly to try to handle internally or master it myself. I work with these folks on an on-going basis to be sure press releases, white papers and other communications have best key words, phrasing, URLs and links for optimization. In some cases, website changes to incorporate recommended tactics did away with the need for PPC programs. In all cases, working with key words, links and URLs in press releases, white papers and other tools showed a significant increase in website traffic. The key is to collect good data and deliver it into logical actionable items that deliver a high ROI for you.