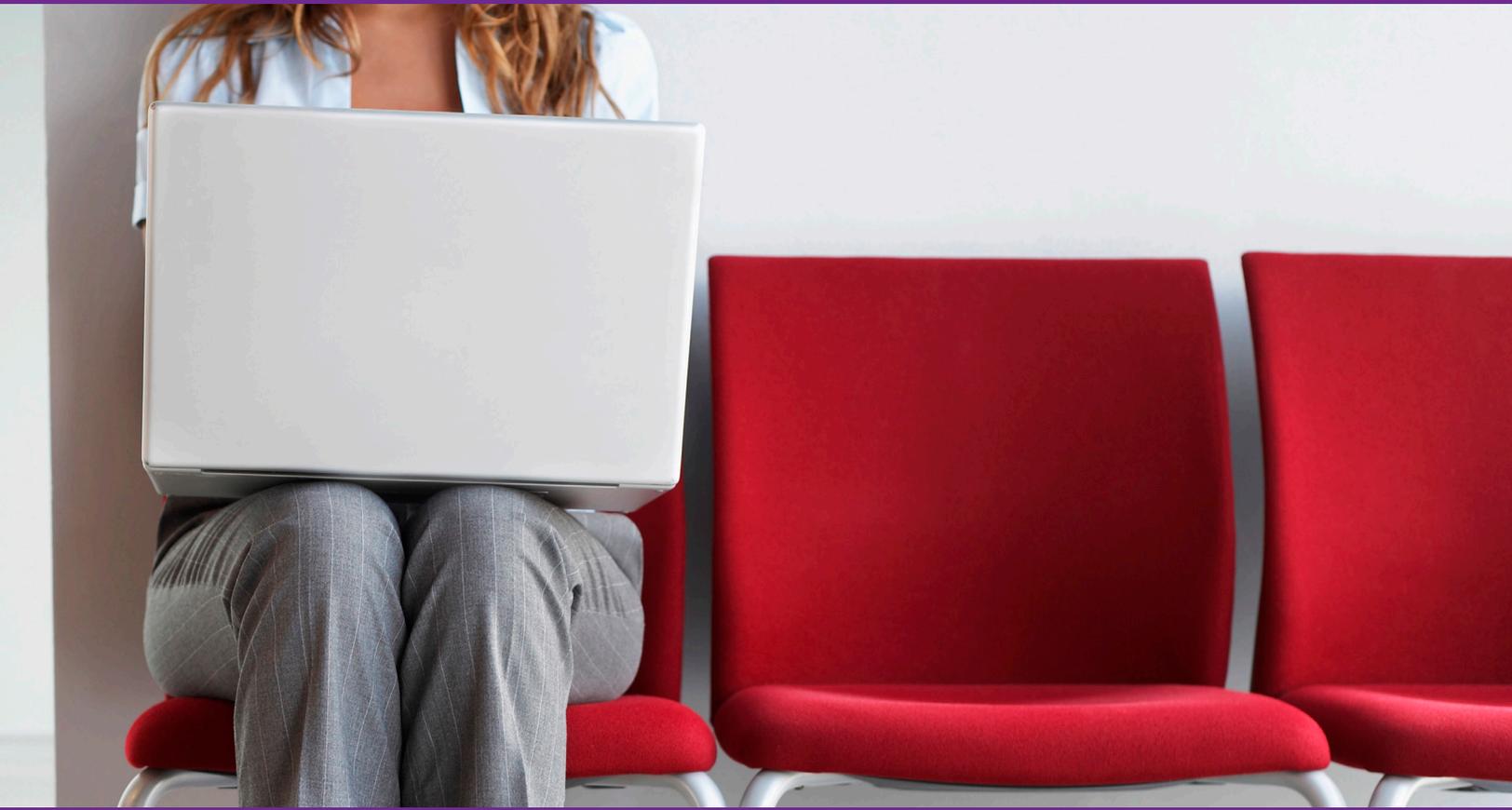


CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)



INCREASE
ORGANIC WEBSITE TRAFFIC
with More #1 Rankings

CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)



Office Furniture Retailer Sees 8200% Increase in Organic Traffic with SEO Services

THE PROBLEM

Prior to June 2013, PVI Office Furniture Plus—the largest office furniture warehouse in Maryland—was doing no lead tracking, and their website was poorly optimized for conversions. With poor usability and little onsite content, our client's website generated no leads and 114 non-branded organic visits in the two full months prior to the start of their content marketing campaign.

THE SOLUTION

We began our SEO campaign for PVI in September of 2013. One of the first things we did was renovate their homepage through our website design department. With simple tweaks to the layout of the website, along with implementation of contact forms, our client's site began performing and generating leads.

Prior to signing on for SEO, our client had just 176 words per page and ranked very poorly in comparison to their competitors. Now, after three years of content marketing, our client has seen their average word count increase to 742, and we've helped them index over 1,200 new pages.

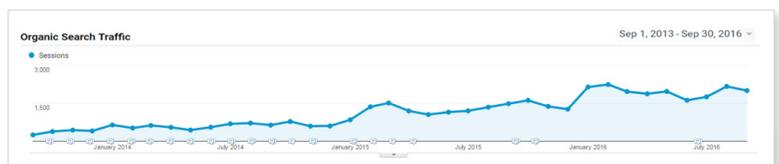
THE RESULTS

Our content additions and SEO optimizations helped PVI increase their rankings to a staggering degree in the past three years:

Rankings		
Keywords Analyzed	12,544	0
Total Listings	18,846	+11,407
Listings per Ranked KW	2.01	+0.94
No.1 Rankings	3,539	+2,499
Page One Keywords	8,259	+3,712

From September of 2013 to September of 2016, our client has seen an incredible

8200% increase in monthly organic traffic



Our client also saw a massive rise in on-site goal conversions—

a **1500%** increase



TAKEAWAYS

Our process for SEO is similar to our approach to marketing in general:

TRACK > TEST > TWEAK > REPEAT

You can't maximize what you fail to measure and track. Better data equals better results. You need to know things like:

- The number of website visits you receive today from organic search
- Your website's true visit-to-lead conversion rate
- The percentage of leads you convert into sales

Very few businesses and marketing executives know these numbers, but they should. Putting in place the right tracking tools and helping you identify and understand your key metrics is a critical part of our SEO process.

WHAT MAKES US DIFFERENT:



Unlike other SEO companies, Blue Corona operates from the perspective of a business owner. We strive to provide superior service by offering the following to all our SEO clients:

- **A dedicated Account Manager, someone who understands business and SEO, to be your guide**
- **Detailed monthly reports (you can actually understand) that connect SEO performance to your bottom line**
- **A support team that includes an analyst, web designer/developer, and a dedicated professional copywriter**
- **Access to our proprietary analytics software (better data drives better results)**

“This has by far been the best return on investment I’ve ever seen. My website has turned into my best sales rep. The company markets itself!”

“Blue Corona provides results. They follow up, explain everything to you, and offer suggestions to grow your business. You need to adapt your marketing or you will become extinct!”

- **Mark Hill**
President, PVI Office Furniture Plus

ABOUT BLUE CORONA

Learn more about how we can help you create a highly-effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay-per-click (PPC), web design, and conversion rate optimization to get more leads and sales for your business from the web.

Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses accurately measure and track their advertising efforts to generate more leads and sales from the web. For each client, Blue Corona implements inbound internet marketing strategies such as pay-per-click (PPC) advertising, search engine optimization (SEO), online lead generation, ad tracking, conversion rate optimization, and website redesigns. Blue Corona was ranked on the Inc. 500 list in 2012 and again on the Inc. 5000 list every year between 2013 and 2016. The company has offices in both Gaithersburg, MD and Charlotte, NC.

Call us today at: 800-958-5797 or follow us:
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