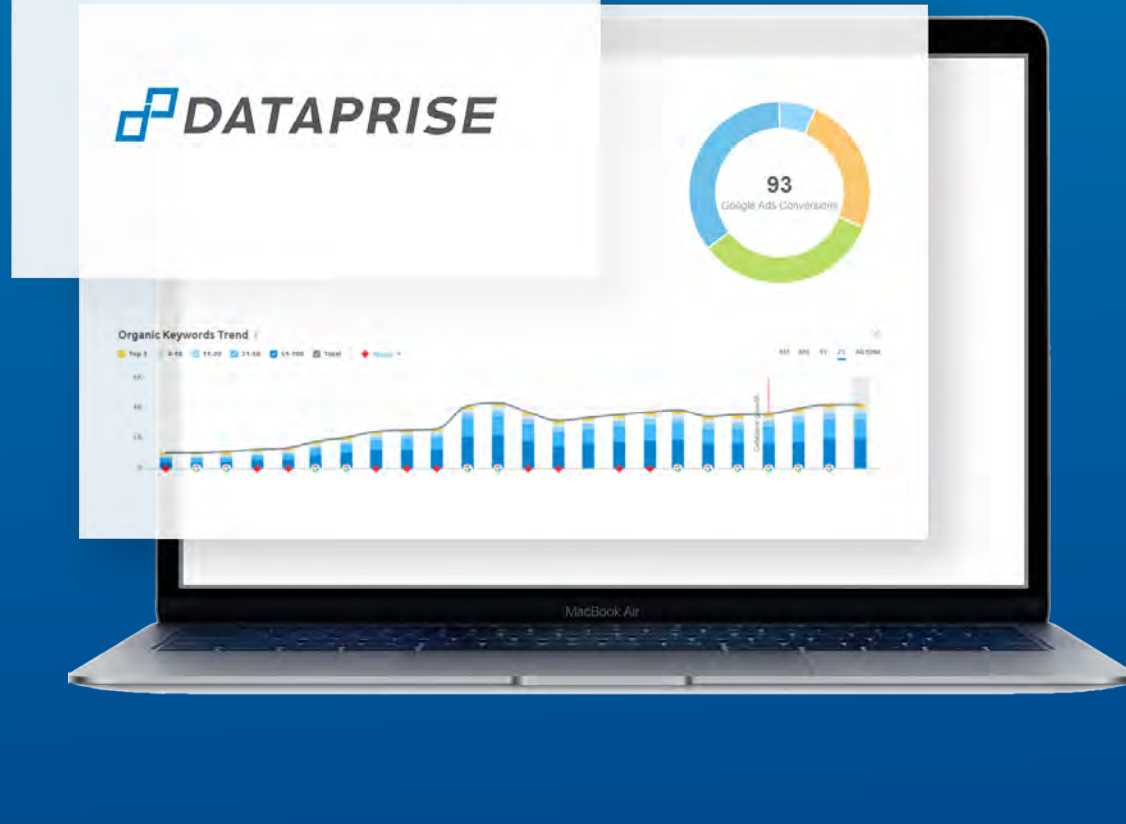


Dataprise

Increased Website Conversion Rate through SEO and Digital Marketing



OVERVIEW

As one of the nation's largest information technology companies, Dataprise was already seeing great results from search engine optimization, but they wanted to take it a step further. While Dataprise.com has experienced exponential organic traffic growth over the years, the organization wanted to incorporate paid traffic into their lead generation strategy by competing more heavily with the competition. With many complex subject areas, services and products represented on the site, the company wanted to ensure people were served the right content, at the right time, on the right channels.

WHAT WE DID

- Search Engine Optimization
- Digital Strategy
- Omni-channel Marketing Approach
- Conversion Optimization

WHY?

The pursuit of increased website conversion rate.

Dataprise was interested in increasing its visibility on search engine results pages (SERPs). Dataprise serves customers across the nation with physical workplaces located in specific service areas. While Dataprise.com had experienced some modest organic traffic over the years, the organization wanted to increase website conversion rate by attracting higher-quality leads. With many complex subject areas,

services and products represented on the site, the company found it difficult to drive the right users to the right services. This is where Blennd stepped in to develop custom-tailored, ongoing search engine optimization strategies to enhance Dataprise's digital presence in the business IT services industry.

STRATEGY

SEO Strategies

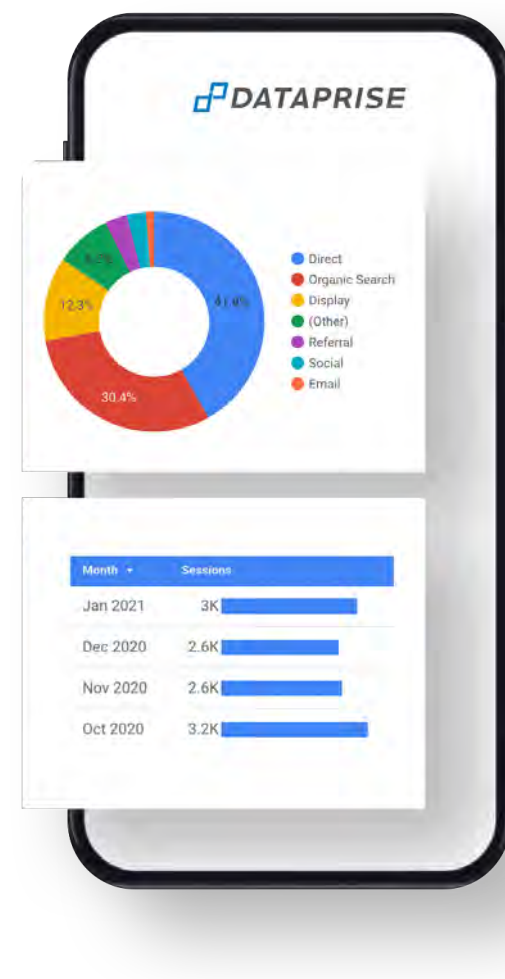
- Ran a comprehensive site audit, highlighting areas that were performing well in organic search and identifying areas that could benefit most from SEO.
- Identified a set of strategic target keywords.
- Provided robust on-page content, fully optimizing the site's meta data, structured data, and new content to align with the organization's goals.
- Launched local SEO strategies to boost visibility and maintain local business listings across dozens of networks, such as Facebook, Google My Business and Yahoo!.
- Identified gaps and opportunities within competitor strategies.

23%

INCREASE IN
CONVERSION-RATE

106%

INCREASE IN
ORGANIC TRAFFIC



With optimized content, strategic keyword implementation and identified areas for growth, Dataprise was able to greatly improve their site traffic, conversions, and organic keyword ranking.

Increased organic traffic by 106.24% in 36 months, reaching over 9,000 monthly sessions.

Boosted customer conversion-rate from organic traffic sources by 23.34% in just 12 months, from 0.87% to 1.07%.

Nearly tripled the total number of organic keywords ranking in the top 3 positions on SERPs in 36 months, from 69 to 191.

Identified over 775 toxic backlinks and disavowed them with search engines, significantly improving the domain's trust score and SERP performance.



Paid Marketing Strategies

- Investigated the current audience through an in-depth discovery process, analyzing historical data, and identifying key personas and KPIs.
- Uncovered new markets across the country that had not been focused on, geographically segmenting them based on performance and capitalizing on key areas.
- Created an omni-channel approach with strict keyword targeting, custom intent audience targeting and professionally designed creative that spoke directly to their ideal audience.
- Developed a continual refinement process for campaigns, based on segmenting and adjusting budgets according to each stage in the funnel.

250%

INCREASE IN
CONVERSIONS

52%

INCREASE IN
CONVERSION RATE

Based on our campaign's strong performance, the client has doubled their budget in just four months, as well as incorporated programmatic advertising as a new marketing platform.

Increased monthly lead volume for core service offerings by 250% in 120 days from 18 to 63.

Decreased cost per lead by 253% over 120 days from \$220.31 to \$62.47.

Boosted conversion rate by 52.17% from 2.73% to 4.15% in 120 days.

Generated \$500,000+ in annual revenue opportunities over the course of 120 days.

THE RESULTS

Dataprise has experienced a significant overall increase in valuable website traffic and new leads.

Through a balanced effort with search engine optimization and digital marketing, Dataprise has experienced an overall increase in valuable website traffic and conversions taking place on their website. Success was achieved through collaboration across departments, identifying and acting on gaps and opportunities cross-channel. The Blennd team was able to raise the bar overall and make massive improvements to the brand's online presence.

- Through optimizations, the organic conversion rate increased by 23% overall, and paid conversions increased by 250%.
- Through dynamic testing, campaign optimization and strict tracking protocols; we were able to attribute success in key areas and paint a clear picture of where efforts were most effective.
- Collaboration and transparency across teams helped us to identify opportunities and optimize SEO and digital marketing channels based on performance.

Are you ready to grow your business through SEO & Digital Marketing?

Contact Blennd to see how we can help increase traffic and conversions.

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