

# OPENING A NEW DOOR TO REVENUE GROWTH

## ABOUT DONALD A. GARDNER ARCHITECTS

Donald A. Gardner (DAG) is an award-winning architectural firm specializing in pre-design house plans. DAG retained Straight North to implement an SEO campaign to improve the quantity and quality of on-site conversions.

## STRATEGY

- Build new, relevant content for home-style pages to bring in traffic for related searches
- Increase organic traffic and improve on-site conversions

## KEY TACTICS

- Developed content for home-style pages optimized for long-tail keywords
- Created monthly blog topics related to DAG’s services and trending industry topics

## RESULTS

**83 + 104 = SUCCESS**

Our campaign has produced an 83 percent increase in organic traffic to the targeted site pages, and a 104 percent increase in new organic visits.

## BLOG BOOST

Revenue from blog-generated leads is up 32 percent, and the blog conversion rate has improved by 111 percent.

## AMAZING FACT

**BREAKING THE \$100K BARRIER**

DAG’s monthly revenue from organic traffic recently eclipsed \$100,000 for the first time.



“Straight North’s SEO work is having a considerable impact on the growth of our business. Outstanding results. I’m glad we connected with them.”

Chuck Tripp, Sales & Marketing Director  
DONALD A. GARDNER ARCHITECTS



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