

BIG TRAFFIC INCREASE — WITH A HUGE SALES LEAD INCREASE

ABOUT PERFORMANCE CARD SERVICE

Performance Card Service specializes in high-risk merchant processing, with more than 15 years experience creating profitable, long-term relationships between merchants and processing companies for credit card, eCheck and ACH payments.

STRATEGY

The initial focus was on-site to improve the conversion effectiveness of the Performance Card Service website. Once this work was completed, we shifted

focus off-site, to focus on building domain authority through link building.

KEY TACTICS

- Improved home page design and content to strengthen credibility and incorporate high-converting, relevant keywords.
- Simplified and redesigned the Contact Us page to improve usability and generate more leads.
- Conducted extensive research to identify the best targets for content marketing outreach.

RESULTS

6-MONTH STEADY CLIMB

For the last six months, our SEO campaign produced a faster than usual, steadily increasing flow of sales leads.

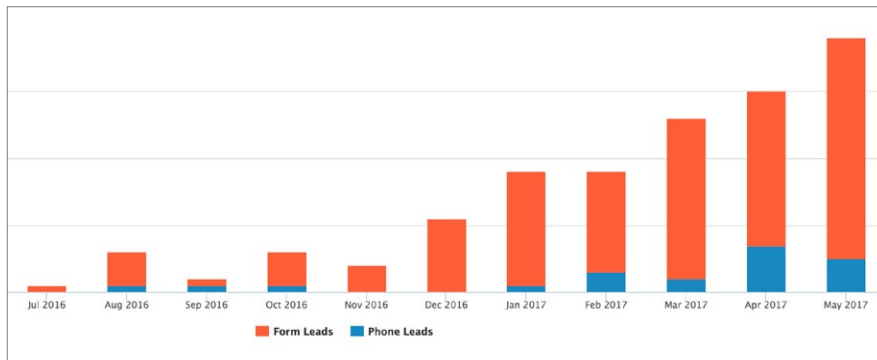
DOUBLE THE TRAFFIC

Since the campaign's inception, organic traffic has increased 139 percent.

AMAZING FACT

SALES LEADS UP 1,800%

The increase in traffic is significant, but even more important is the 1,800 percent increase in leads. This dramatizes the importance of focusing on conversion and keyword selection.



“We are extremely pleased with Straight North’s SEO work in all respects, but the big jump in leads has been the best news of all. We are definitely seeing a return on our investment here.”

Matt Wollersheim, VP Sales & Marketing
PERFORMANCE CARD SERVICE



STRAIGHTNORTH
Make every click count.®