

Enhancing Digital Performance: DFIN's SEO Success

DONNELLEY FINANCIAL SOLUTIONS (DFIN) IS A LEADER IN RISK AND COMPLIANCE SOLUTIONS



“We couldn't be happier with the level of service, SEO + PPC expertise and results we've gotten from Straight North over the last year.”

GWEN NUGENT
VICE PRESIDENT, MARKETING
DFIN



CHALLENGE

Donnelley Financial Solutions (DFIN) aimed to maximize their website's performance and bolster their online footprint. Their fundamental issues revolved around inadequate organic traffic and poor keyword rankings.

STRATEGY

DFIN teamed up with Straight North, a top-tier SEO agency. Straight North optimized vital landing pages of DFIN, tailoring their methods to fit ever-changing requirements. This alliance ensured that SEO objectives were coordinated with business goals. Straight North's proactive measures included in-depth link-building and audits, ensuring a strong SEO base for DFIN.

OUTCOMES

This partnership brought swift, tangible benefits for DFIN. Clicks rose by 10% YoY, reflecting better user engagement, while impressions shot up by 42%, highlighting improved search visibility. This SEO initiative offered DFIN a staggering 322% ROI, equating to \$11 million in new business from search marketing. The website also saw vast improvements in keyword rankings, bringing more organic traffic. This uplifted SEO performance directly led to a spike in conversions, proving a triumph in user experience. DFIN's strategic collaboration with Straight North supercharged their online presence, helping to carve their niche as an industry forerunner.

- ▶ Clicks **up 10%** (YoY)
- ▶ Impressions **up 42%**
- ▶ **50% increase** in monthly investment
- ▶ Implementation of key industry pages
- ▶ Valuable blog posts



STRAIGHTNORTH
Make every click count.®