Leads, Leads, and More Leads

PROVIDER OF TECHNOLOGY-ENABLED PAYMENT PROCESSING

STRATEGY

Increase overall website traffic and lead flow by focusing on long-tail, targeted keyword groups; focusing on internal landing pages with keyword-driven, relevant content; and building overall website domain authority by increasing page authority in smaller, less competitive markets.

KEY TACTICS

- Positioned BluePay as an authority in the credit card processing industry through guest blog posts.
- Updated the client’s website to ensure it has unique, optimized content useful to its prospective customers.

RESULTS

- 100,000+ validated sales leads generated
- 1,143% increase in organic traffic
- Conversion rate for organic visitors doubled in two years.

“Straight North’s SEO campaign is now a major contributor to our lead pipeline, and showing no signs of letting up.”

KRISTEN GRAMIGNA
CHIEF MARKETING OFFICER