

# The Power of On-site SEO

UNITES BRANDS WITH TARGETED AUDIENCES THROUGH INNOVATIVE ENGAGEMENTS



*“We have been very happy with Straight North’s work. We’re getting a much better flow of leads from our website, and Straight North continues to develop creative ways to keep up the positive momentum.”*

**CLAIRE HOLLAND**

DIRECTOR OF MARKETING COMMUNICATIONS

## STRATEGY

Our strategy is twofold: first, to improve the authority of selected portfolio pages on the agencyEA website; and second, to improve the conversion power of these pages by updating content and strengthening calls to action.

## KEY TACTICS

- ▶ Conducted highly focused link building campaign to target pages.
- ▶ Continuous testing and evaluation of calls-to-action on target pages.
- ▶ Developed content outlines for new website pages to be targeted in a future phase of the campaign.

- ▶ Organic search traffic up by **13%** in this highly competitive industry
- ▶ Conversions up **2,400%** since campaign began

