

# Leads, Leads, and More Leads

PROVIDER OF TECHNOLOGY-ENABLED PAYMENT PROCESSING



*“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

## 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.



**STRAIGHTNORTH**  
Make every click count.®