

A Company Partners With An Agency For The First Time

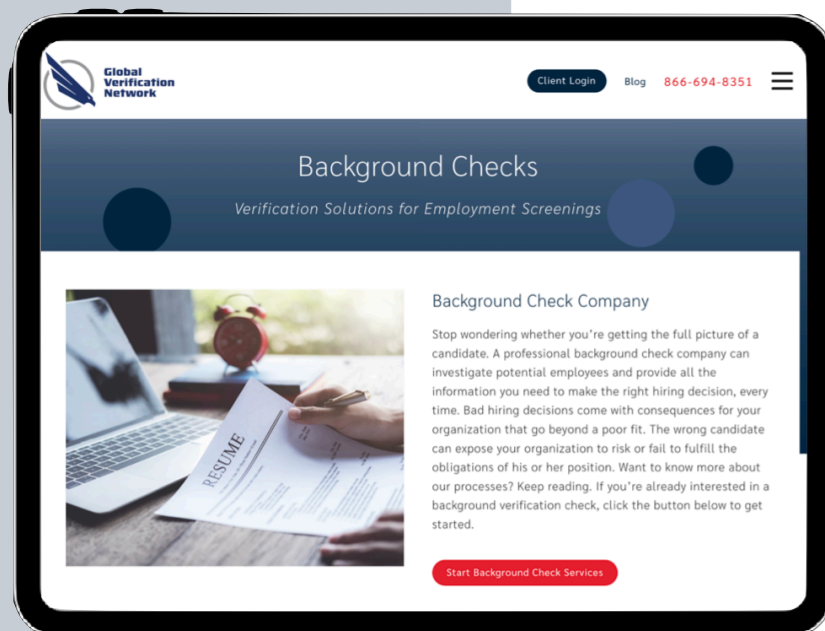
SCREENING SERVICES TO THE EMPLOYMENT, TENANT SCREENING AND FINANCIAL SERVICES SECTORS



PHASE 1: WEBSITE

Before launching a SEO campaign for lead generation, GVN needed a website to be the base of operation. The new site required focus on:

- ▶ Expanding content on services/markets pages, and through a company blog to support keyword targeting for SEO and to provide prospects with meaningful and persuasive information.
- ▶ Updating the design for better navigate and user experience — Critical for converting SEO traffic into leads.
- ▶ The site required functionality and features to maximize Google’s ability to index and rank the new site for targeted keywords.



ON-SITE CONTENT EXAMPLES

- ✓ Core Services: Background Checks
- ✓ Markets: Financial and Banking
- ✓ Blog: Common Background Check Terminology

- ▶ Now ranking in the **Top 10** for many target keywords
- ▶ **248% increase** in organic traffic
- ▶ Organic leads **up 500%**

PHASE 2: SEO

With the new site in place, we could now proceed with GVN’s SEO campaign. The key elements of our strategy:

- ▶ Emphasize link-building, to build authority of the site for Google crawlers and expand awareness of GVN further into its key markets.
- ▶ Regularly add high-quality content, to boost rankings, cover long tail keywords and give site visitors valuable information.
- ▶ Continuously improve tactics, taking advantage of the data collected from the advanced tracking system installed on the website.

PHASE 3: GROWING CONFIDENCE, EXPANDED EFFORTS

GVN expanded marketing reach by including a Paid Advertising campaign to further capitalize on targeted keyword traffic.

By starting with the right Internet marketing partner, GVN saw its site traffic and lead pipeline ramp up quickly, avoiding the missteps and restarts that bog down many organizations for years.