

CASE STUDY

Industry: Telecommunications

THEIR STORY

Our client underwent a major website renovation, however, search engine optimization (SEO) and website conversions were still not meeting their expectations.

THE GOAL

Revise the SEO and website strategy to improve the quality of the traffic received from Google. Then, increase the number of leads received from the website.

OUR SOLUTION

Over a four-month period, we completed our technical marketing checklist, implemented the necessary SEO activities on the client's website, and then launched our conversion rate optimization (CRO) program. The CRO program included adding an artificial intelligence (AI) tool that monitors a visitor's journey through a sales funnel and provides the appropriate call to action based on their journey over one or multiple visits.

SUCCESSFUL RESULTS

Using multiple data sources, including Google Analytics, Google Search Console, the AI reports, and the A/B testing results, we found that the number of leads increased by 34% over a three-month period and the buying cycle was reduced by 80%.

Website Tracking	Month 1	Month 2	Month 3
Pageviews	13,994	15,258	14,447
Total Visitors	5,789	5,869	5,677
Conversions (Leads Generated)	26	24	35

34% INCREASE
WEBSITE LEADS

Buying Cycle Data (in Minutes)	Month 1	Month 2	Month 3
Buying Cycle Median	91.67	14.13	4.48
Buying Cycle Average	1,611.48	1,077.23	1,608.53
Buying Cycle Slowest	17,645.02	9,432.00	3,470.88

80% DECREASE
BUYING CYCLE