

CASE STUDY

Increasing Website Leads While Shortening the Buying Cycle



Client Overview

A telecommunications company had recently completed a major website renovation, but its digital performance was still falling short of expectations.

Despite the updated website, organic search performance and website conversions were not producing the quality or volume of opportunities the company needed.



Challenge

The company needed to improve the quality of traffic coming from Google while turning more website visitors into qualified leads.

The goal was not simply to generate more traffic. SmartFinds needed to strengthen the connection between search visibility, website experience, and conversion performance to create measurable business results.



SEO + CRO Strategy

SmartFinds Marketing developed an integrated SEO and conversion rate optimization strategy designed to improve both traffic quality and website performance.

Over a four-month period, the team completed a technical marketing review, implemented targeted SEO improvements, and launched a conversion rate optimization program.

The CRO strategy included AI-driven conversion technology that monitored each visitor's journey through the sales funnel and delivered relevant calls to action based on their behavior across one or multiple visits.

Performance was continuously evaluated using Google Analytics, Google Search Console, AI reporting, and A/B testing data.

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Key Results

Website Performance

34 % INCREASE IN
WEBSITE LEADS

80 % DECREASE IN
BUYING CYCLE



Optimization Approach

- Technical website and marketing review
- Search engine optimization improvements
- Conversion rate optimization
- AI-driven visitor journey tracking
- Journey-based calls to action
- A/B testing
- Google Analytics and Search Console measurement
- Ongoing conversion performance analysis



Business Impact

The combined SEO and CRO strategy turned the website into a more effective lead-generation tool.

Rather than focusing solely on increasing traffic, SmartFinds improved how visitors moved through the website and responded to calls to action throughout their buying journey.

Within three months, website leads increased by 34% while the buying cycle decreased by 80%, demonstrating the impact of connecting search strategy, website optimization, testing, and visitor-level conversion intelligence.



Summary

SmartFinds combined SEO, conversion rate optimization, AI-driven journey intelligence, and A/B testing to improve how a telecommunications company's website attracted and converted prospects. The result was 34% more website leads and an 80% shorter buying cycle.