

CASE STUDY

A STRATEGIC SEO AND CONTENT MARKETING REVIVAL



OVERVIEW:

After a period of significant company growth, Resource Innovations' website was not keeping pace with the expectations set by the company's rapid expansion. Despite increased traffic, the site's rankings were slipping, bounce rates were rising, and the rate of lead generation was not growing as expected. A comprehensive website audit revealed several search engine optimization issues, including inconsistencies in the use of header tags and image naming conventions within the CMS, as well as outdated content that no longer aligned with the company's current focus.

OPPORTUNITY:

Implement SEO strategies to optimize Resource Innovations' website for search engines and user experience. Improve the company's organic search rankings, bounce rates, quality of visitor (more potential customers vs. casual one-time visitors), and increase the length of time that visitors interact with the website.

SOLUTION:

First, we used relevant keywords to craft H1 tags that provided a clear and concise summary of each page's main topic in order to help search engines understand and index content effectively. Next, we incorporated secondary keywords into H2 tags, breaking content into logical sections to improve readability and make it easier for search engines to crawl and index pages.

Next, we replaced generic image filenames with descriptive, keyword-rich options to help search engines understand the content of each image, boost image search rankings, and contribute to the overall page relevance. We also added alt text to images to assist search engines, help screen reader users, and enhance our search rankings by making the site more accessible and inclusive.

In addition to SEO improvements, we pruned our content library by removing more than 300 outdated blog posts, case studies, and data sheets. While these materials previously attracted a significant amount of traffic, they were no longer aligned with the company's current focus and weren't generating the desired quality of leads. By eliminating this outdated content, we were able to focus on creating fresh, relevant content that better resonated with our target audience.



CASE STUDY

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We knew the number of unique users visiting Resource Innovations' website would likely dip with the removal of these materials and needed to rebuild our content library as fast as possible, however, it was imperative that we published relevant content (and not content for the sake of having content). To do this, we developed a comprehensive content calendar focusing on relevant topics, high-value keywords, and internally linking to our unique offerings as much as possible.

RESULTS:

Our efforts yielded significant improvements. Over a four-month period, we saw our **average position in Google Search Console increased 22.6%**, indicating improved organic search rankings. The number of **qualified leads increased 12.2%**, demonstrating a higher quality of visitors. **Bounce rates decreased 17%**, indicating improved user engagement. The **average time on page increased a staggering 64.2%**, suggesting that visitors found the content more valuable and engaging. And finally, **views per user increased 45%**, indicating improved user navigation and exploration of the website.

These results demonstrate the effectiveness of our strategic, data-driven approach, which included regular content audits, on-page SEO optimization, and quality content creation. By implementing these strategies, we successfully revitalized Resource Innovations' website and improved its online presence, resulting in increased visibility, higher-quality leads, and improved user engagement.

STRATEGIC SEO AND CONTENT MARKETING REVIVAL HIGHLIGHTS:

+22.6%	+12.2%	-17%	+64.2%	+45%
AVG GOOGLE POSITION INCREASE	QUALIFIED LEADS INCREASE	BOUNCE RATE DECREASE	AVG TIME ON PAGE INCREASE	VIEWS PER USER INCREASE

ABOUT ME:

Brandon Hadley is a full-stack marketing professional with more than 12 years of experience. He is adept at crafting engaging content, analyzing data, and optimizing campaign strategies for measurable results. He has a proven ability to manage multiple projects, lead and collaborate with teams, and exceed expectations in fast-paced environments.