



## CASE STUDY

# Brand Promotions SEO

### BACKGROUND

Brand Promotions is a leader in event and experiential marketing, with specialization in out-of-home advertising, vehicle display design, and tour and exhibit activation. With over 35 years of experience in the industry, they work with national and international clients in the automotive, retail, sports, and entertainment industries.

### CHALLENGE

In a competitive and growing industry, Brand Promotions recognized that website traffic was a key performance indicator of company growth. They recognized that their clients were researching across the internet and reviewing competitor's websites before making a decision of the event marketing company they would like to work with. Knowing this, Brand Promotions wanted to increase organic traffic on their website, as well as the amount of pages each user was visiting. If they could bring their audience onto their website through search clicks, and then keep them on their website with a decreased bounce rate, then there would be an increase in new clientele and conversion rate.

### SOLUTION

The first step in increasing traffic was giving website visitors an improved user experience on the site. One of our primary improvements we made was creating specific pages for each of their individual services. In addition, we encouraged their site to be living and breathing by having an active blog with relevant articles. This helped Brand Promotions increase organic traffic and gain credibility from visitors. With both of these essential solutions, we also utilized Search Engine Optimization (SEO) best practices. By giving each page and blog article a specific SEO keyword or phrase, properly tagging images and headlines, and writing content in a strategic manner, we increased traffic around these terms. After the website changes had been made and some articles have been published, we continued to write new and original content to keep the site active and relevant in people's search results.

### RESULTS

A search engine optimized website that regularly published relevant content quickly produced impressive results. During the first six months of 2016, Brand Promotions saw a 33% increase in the amount of Unique Website Visitors, compared to the previous six months. During this same time, their Organic Website Traffic increased by 48%. In addition, the total number of Page Views on the website increased by 72%. With an increased amount of visitors and page views per visitor, Brand Promotions has achieved their goal of a stronger online presence.

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