

# REPAIRING REPUTATION, BOOSTING REVENUE.



## THE STORY

A leading identity theft protection company came to us with a two-pronged task: Perform a complete reputation management makeover while bringing organic search standards up to snuff.



Increase Visibility



Boost Traffic & Revenue

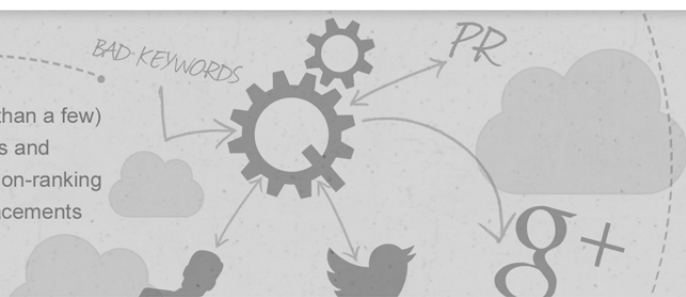


Reputation Repair

*Goals* →

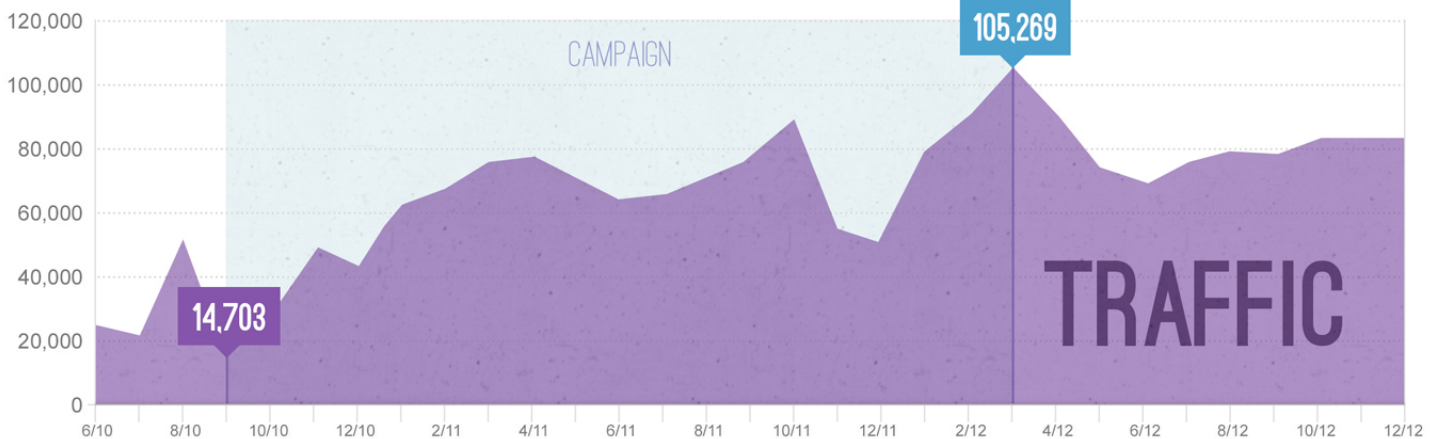
## THE PROCESS

Our client had a bad press problem. A few target keywords (well, more than a few) were seriously hurting their business in search. We took those keywords and reshaped their story, turning a PR problem into an SEO asset. And on non-ranking keywords that weren't helping matters, we secured dynamic content placements that drove search rankings from the 100s into top spots on page 1.



## THE RESULTS

TRAFFIC INCREASED. BAD KEYWORDS GOT PROFITABLE. REVENUE BLOSSOMED.  
*(In other words, our client was killing it.)*



## ROI: MONEY SPENT VS. MONEY EARNED

