

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

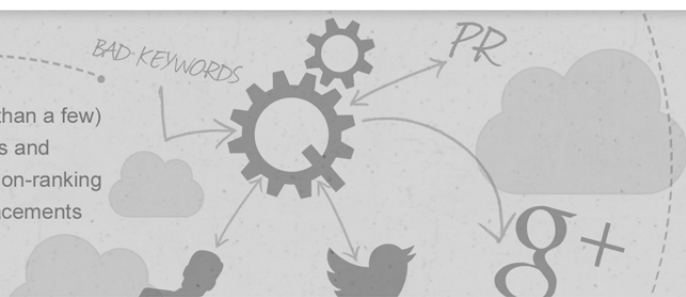


Reputation Repair

Goals →

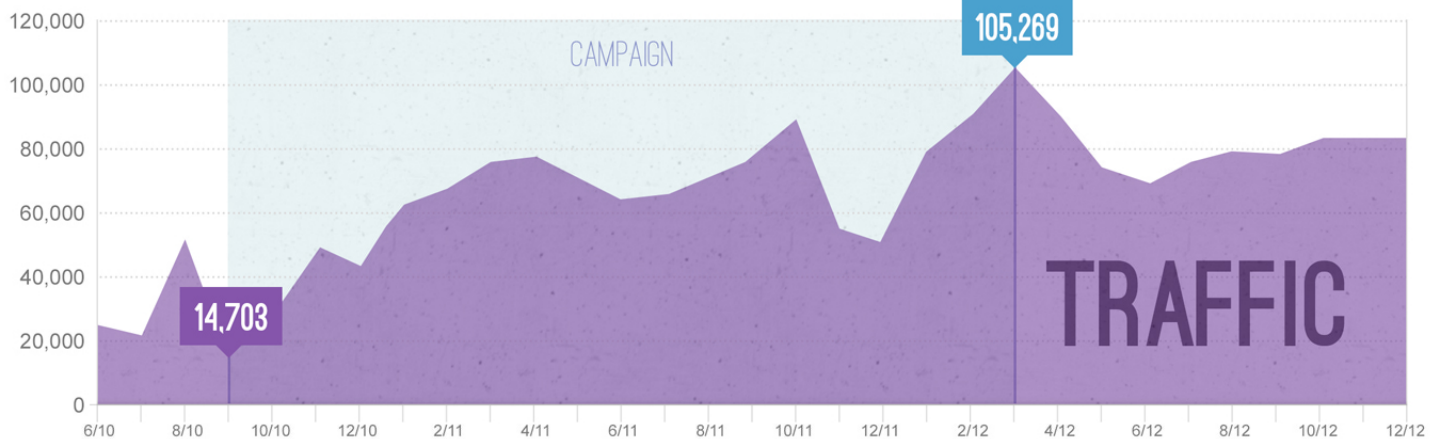
THE PROCESS

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

