

ORGANIC TRAFFIC INCREASED BY 790%



OVERVIEW

Paraben Corporation was looking forward to reaching out to its target audiences. Up against big players, Paraben Corporation was competing against large marketing budgets. They needed to increase visibility and beat the competition with a low lead-acquisition cost.

We worked closely with Paraben to build an effective strategy for a digital marketing campaign to attain an exceptional level of growth quickly by doubling keyword volume, organic queries, and monthly traffic.

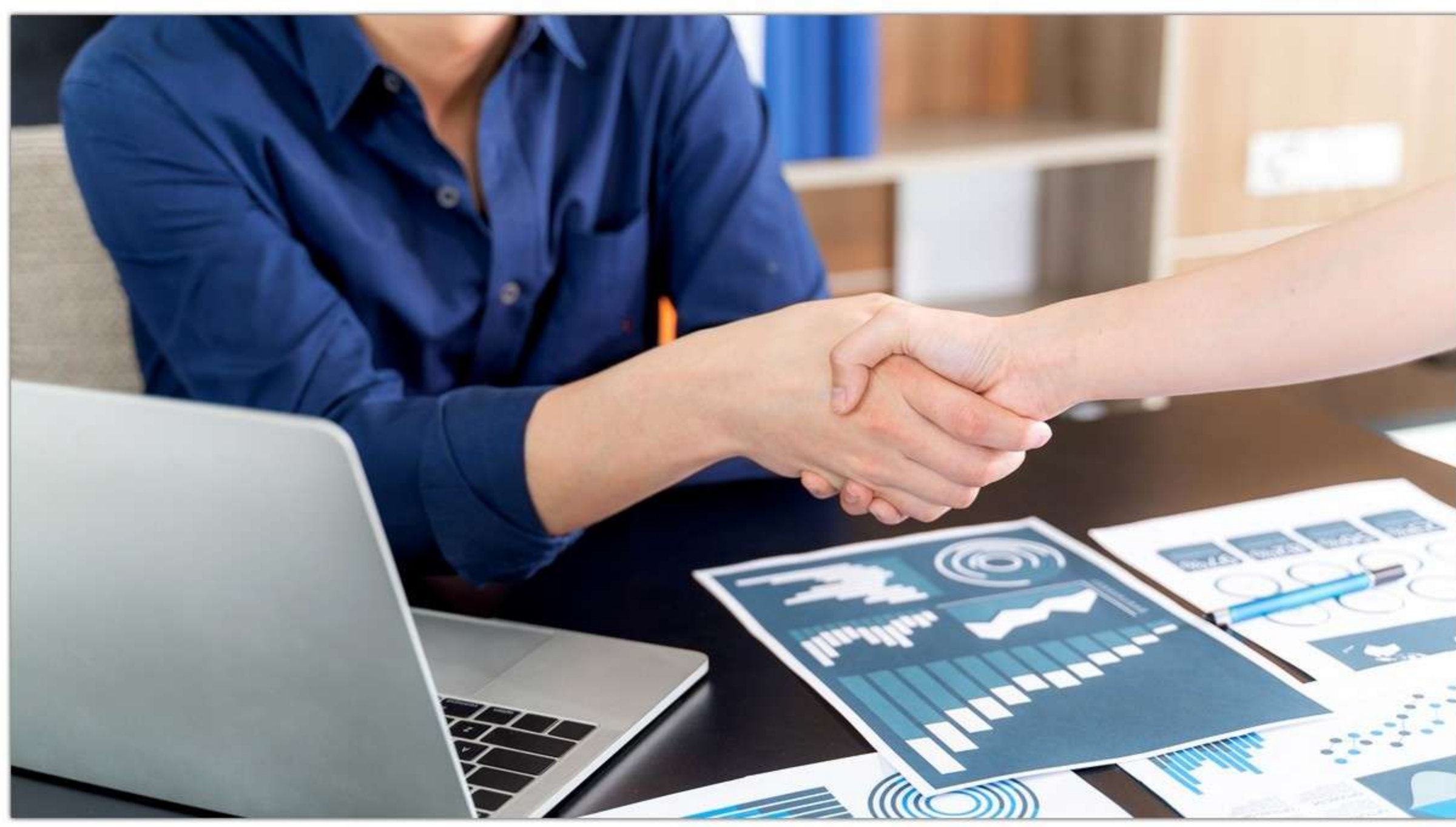
CHALLENGES

When Paraben Corporation came to Markup, the website was having some serious technical problems. Our research team identified the following challenges:



- High Bounce Rate & CTR.
- Business was not appearing in local searches
- The website was missing SEO meta tags & improper slugs
- Content was lacking the required keywords
- Broken links

APPROACH



- Develop a detailed local SEO campaign
- Optimizing visibility in 'Google My Business'
- Improving on-page local optimization
- Generating high-quality mentions and links
- Increase in website traffic and leads

METHODOLOGY

Markup Design initially carried out a full onsite technical audit, keyword research, offsite link audit and content strategy, before working with the internal MD Digital development team to implement the recommendations. Our team started with the following activities:



ABOUT THE COMPANY

Paraben specializes in digital forensics, risk assessment, and security. Its tools are renowned for fetching the details from computers, email, mobile device, smartphones, and IoT devices.

VERTICAL

Digital Forensics

CAMPAIGN KPI

- Reaching Out to Target Audiences
- Increasing Organic Traffic

FUTURE CONSIDERATION

Creating awareness about its tools and services, including DFIR Training & Certifications it offers.

RESULTS

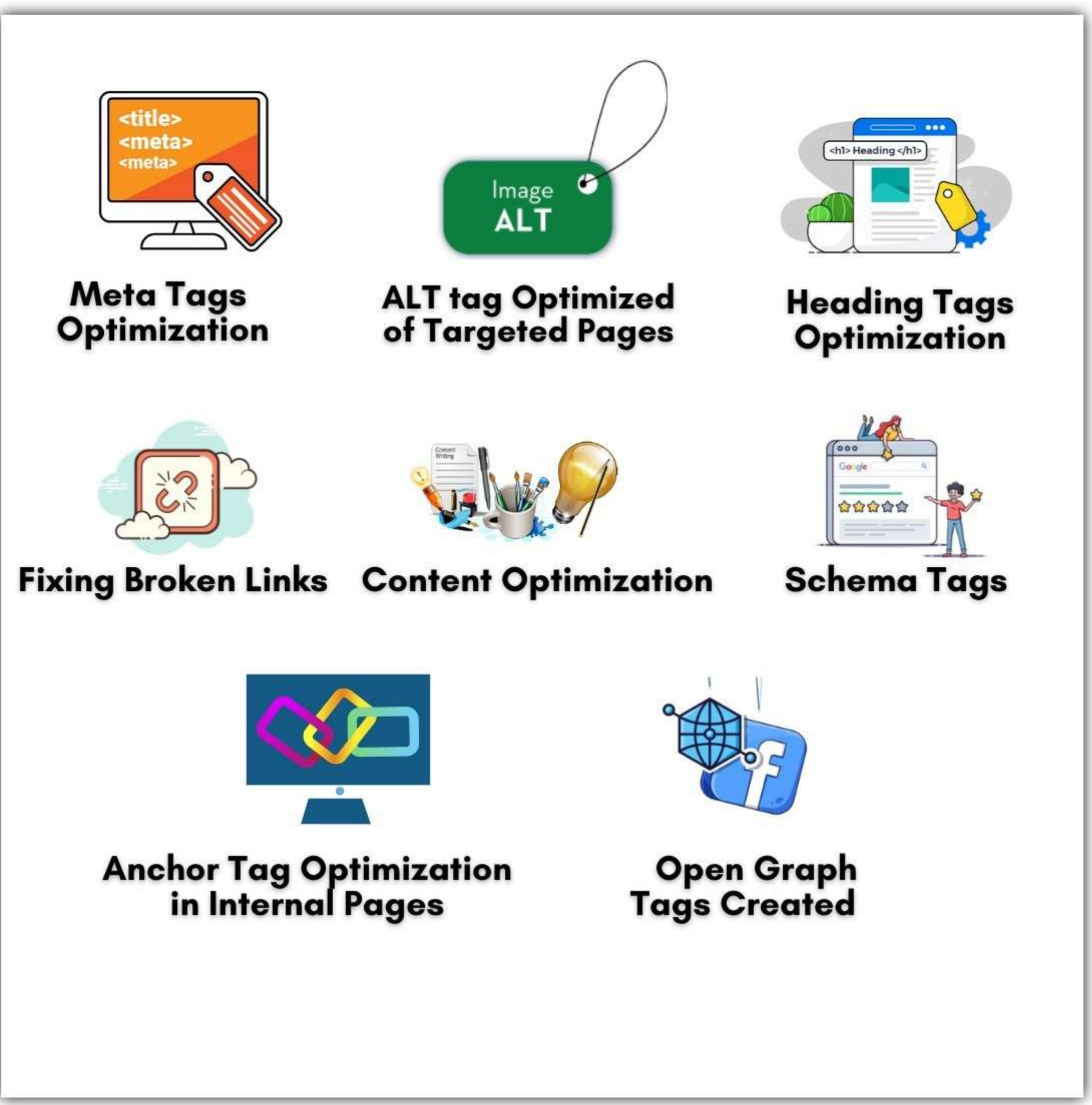
LEADS OUTPACE TRAFFIC

Over the same time period, sales leads are up 53 percent. Improvements in conversion tracking enabled us to quickly improve the keyword focus of the campaign.

AMAZING FACT

790 IN 2

2 Years into our SEO campaign, organic site traffic is up 790 percentage.



CONCLUSION

Driving SEO efforts on a mere three hours per week, Paraben Corporation has seen outstanding results. It has recorded around 85% increase in keywords ranked on page one, a 153% increase in keywords ranked on pages two through five, and a 75% increase in keywords ranked on pages five and up.

