

seedership Case Study

Challenge

seedership is an innovative digital platform that enables small businesses to share all the good they achieve in their communities through automated, interactive dashboards. And the plan was to work all of the predictable Corporate Social Responsibility SEO keywords that would yield results on par with industry standards.

However, never willing to simply accept good enough within our & Culture sensibilities, together our SEO and Brand teams dove in deeper and identified a crucial imperative. All those typical and expected corporate keywords were yielding demonstrably fewer qualified small business prospects, and requiring much more investment to achieve brand objectives.

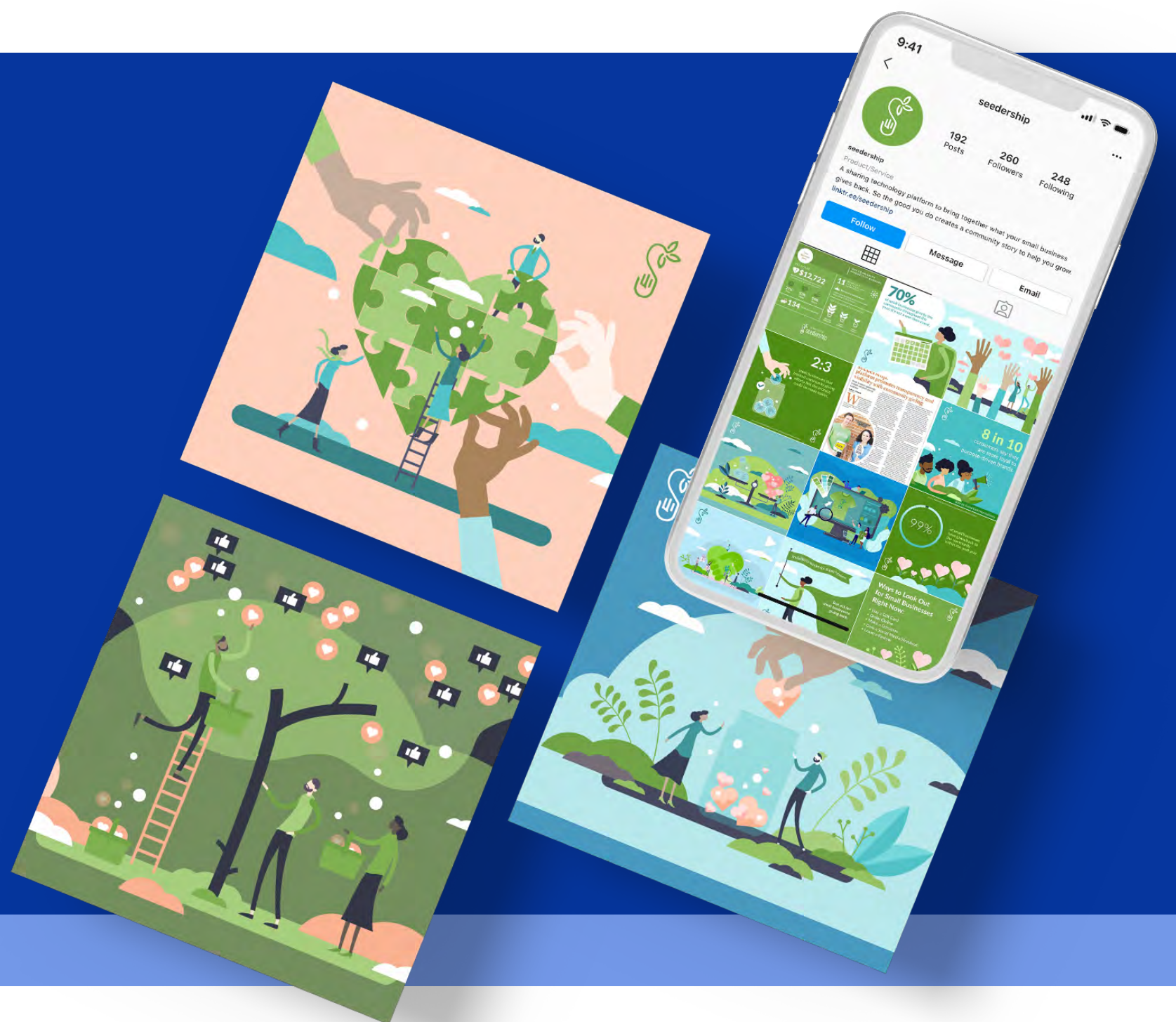


Strategy

So we shifted the paradigm to leverage different high-volume keywords that would resonate more deeply with small business owners. And by optimizing messaging focused on why giving back to one's community is more personally motivating to customers, we were able to add exponential value to the seedership brand promise. Revealing less-competitive, higher-intent keywords that drove new-target traffic and increased on-page performance metrics.

Results

For instance, we were able to increase page views by 40.62% while decreasing the bounce rate. In addition, the reframed content and messaging strategy lifted traffic to blog pages by 300.27%, while maintaining high on-page engagement metrics such as increasing time on site by 129.05% and increasing pages per session by 11.76%.



Traffic to seedership blog pages **increased by 300%.**