



## BUSINESS LOAN COMPANY

### THE PROBLEM

Funding Company was getting outranked by competitors on key industry terms, which meant organic search wasn't driving traffic through their lead pipeline. They needed to completely overhaul their approach to SEO with a new strategy, dependable tactics and repeatable processes.

### THE SOLUTION

As a small business loan provider, Funding Company faced technical, content, and backlink issues that hampered their online visibility. To see an uptick in qualified traffic, they needed to level up their approach to SEO.

After addressing some of its technical barriers to improve search visibility, Funding Company implemented page optimizations and started building SEO content.

Building trust requires a thoughtful SEO strategy. Funding Company deployed key tactics, like link building, to increase their referring domains and demonstrate authority in their niche.

But authority goes beyond backlinks. If the content on the other side of a link isn't topical, helpful, and trustworthy, Google won't rank it well. So, Funding Company expanded its editorial footprint, carefully optimizing new content to target achievable search terms.

The one, two pairing of helpful content with links from high authority referring domains kickstarted Funding Company's climbing in search engine results.

### PRODUCTS



SEO

# 3X

**Increase in organic leads**

### THE RESULTS

Funding Company ranked within the top 100 for a total of three non-branded keywords at the start of their campaign. Nineteen months later, they were ranking 3,861 keywords—yielding a staggering increase in organic search impressions. This resulted in a 3x increase in their overall organic leads, drastically reducing customer acquisition costs and freeing up additional revenue to invest more marketing dollars into other marketing initiatives.