

**RESULT ACHIEVED:**
**B2B 98% Growth in Organic Leads**
**CLIENT:**
**Memory Suppliers**  
 by iPromo

## SITUATION

The client experienced a dramatic decline in both organic traffic and leads, then stagnated over a year at the lowest level.

## OUR APPROACH

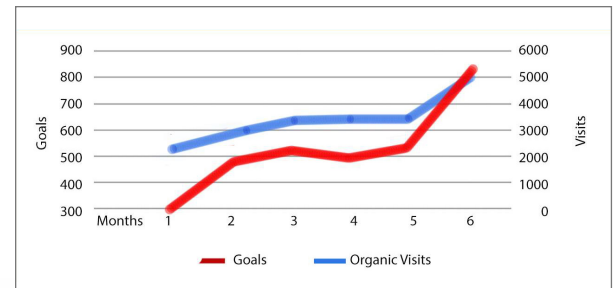
We determined that the site content was in need of some improvement, but the more immediate issues were technical in nature. We initiated a full site audit, then followed up with a CMS set-up and a complete review of the server settings.

**Month 1:** We began by addressing the technical issues we had identified. Our primary goal was to make the site content more readily accessible to search engines. The resulting increase in keyword visibility paid immediate dividends in the form of 33% increase in organic traffic.

**Month 2:** In order to capitalize on the increase in visits by the right users, we next turned to the various minor issues we identified with the page content. We made all changes we deemed necessary to improve the user experience (UX) and make it easier for users to take the right action.

The result of the content of increased traffic and UX improvement was an 80% increase in leads.

Over the next few months, continued content improvement and link building led to a **70% increase in organic traffic** and a **98% increase in leads**.



**Graph-1:** Organic Search

### OVER A PERIOD OF SIX MONTHS:

**70%** Increase in Organic Visits

**98%** Increase in quality leads

**208%** Increase in KW visibility

*"We are definitely seeing the volume of organic leads increase and the quality has been great. Well done!"*

**- Leo Friedman**  
 CEO iPromo