

Quality is Everything

CONTRACT FOOD MANUFACTURING



“... {by year 2} the quantity and quality of inbound leads was the highest it’s ever been ... in fact, we actually began turning away some business because of capacity limits.”

TAYLOR MOORE
DIRECTOR OF MARKETING

OPPORTUNITY

- ▶ PacMoore wanted to increase qualified traffic and new business. Our SEO strategy included website upgrades, optimized page content and link building activities.

STRATEGY

- ▶ Traffic baseline was around 1,800/month, and while these were historical highs, indicators showed room for improvement. Then, after attaining major traffic increases in Year 1, we readjusted the campaign with a strategic focus on improving the quality of leads — Quality over Quantity!

RESULTS

- ▶ By the end of Year 2, lead quality was way up, and average monthly traffic was consistently in the range of 2,500/month.

ONGOING

- ▶ Refinement and expansion of local market pages to help increase on-site exposure, as well as off-site link building that connects back to these pages.
- ▶ Earned link acquisitions, including potential scholarship opportunities and additional content assets.
- ▶ Blog development.

SEO RESULTS

- ▶ Traffic up **51%**
- ▶ Leads up **33%** (YoY)

