

# Case Study: Full Website Audit



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## BUSINESS CHALLENGE

A non-profit in the fitness industry expressed the need to improve organic search engine marketing performance to help reduce the need for spend on paid search advertising. The non-profit also requested the need to better track results from current digital campaigns. They engaged Interactive Cleveland for a (12) month search engine optimization campaign starting in February 2013.

## SOLUTION

Interactive Cleveland conducted a full website audit and new organic keyword research in February 2013. As part of a full website audit, Interactive Cleveland provided recommendations on the following:

- SEO technical analysis and recommendations
- Local SEO recommendations
- Overall website user experience analysis and recommendations
- Conversion optimization recommendations and monthly reporting

## RESULTS

After completing the assigned tasks on the website audit and maintaining ongoing search engine marketing campaign activities for roughly (12) months, the non-profit noticed a sharp increase in total customer requests and total organic leads (3) months after the initial audit. Organic search leads continued to increase into the last quarter of 2013 and into first quarter 2014 during the peak season for the fitness industry.

- Google organic leads increased YOY 429% (February 2013 vs. January 2014)

