

Organic Search

40% Increase in Unique Traffic



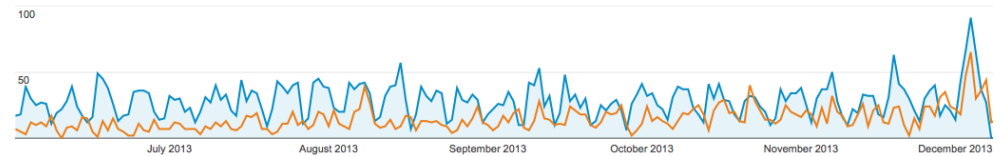
// Introduction

The client is a commercial lending company based in Michigan committed to establishing lasting business relationships with clients. They have over 20 years of experience in commercial real-estate financing; however, they still maintain an innovative voice in the industry. The client offers tailored finance solutions and bypasses third parties by lending their own money. Their ability to deliver custom solutions with speed has given them a competitive edge in their marketplace.

// Solution

Jun 1, 2013 - Dec 31, 2013: ● Visits
Jun 1, 2012 - Dec 31, 2012: ● Visits

Previous Year Comparison



Orange = previous year (non-SEO efforts)
Blue = SEO efforts done by The Finance Marketing Group

The Finance Marketing Group had two key considerations in order to implement an overall online marketing strategy that would deliver the results the client desired.

marketing and interactions in order to ensure that all business information, as well as images and content, were relevant and consistent across all platforms.

We developed a strategy to increase their online presence with links back to the website in highly reputable websites, blog comments, and social media

By establishing relevancy and thought leadership, our client will also be able to increase their local presence of their services and products in organic search

// Initial Findings

The company was not receiving enough business from their website despite being happy with the design and positive feedback from clients and staff. Upon reviewing the website, The Finance Marketing Group discovered that the website content and design were not effective in driving or converting traffic. A new website was needed in order to drive more traffic to the site and acquire potential customers.

// The Results

We wanted to provide our client with results that they could measure against their unique business goals. By tracking website traffic with Google Analytics, we were able to see the return on their investment from our online efforts. We developed a solid link building strategy, along with on-page optimization, and a strong social media presence. We helped drive unique traffic through a strategic online plan and a new website helped convert that traffic to **increased sales and new business by 40%**.