

Case Study:

63% Increase in Website
Traffic & 133% Increase
in New Leads from
Search Engine Optimization



HubSpot

SOLUTIONS PARTNER PROGRAM

Situation & Background:

Cultivate, a premium corporate gifting company, has worked with Prism Global Marketing Solutions for 18 months on its inbound marketing strategy, campaigns, and optimization of HubSpot's marketing automation platform. Cultivate was looking to build a more significant online presence and get ranked in organic search for terms their prospects were likely searching to find companies to help with corporate gifting solutions. In addition, they wanted to convert more of that organic, highly-qualified traffic into sales qualified leads for their sales team.

Objectives & Goals:

Before working with Prism Global Marketing Solutions, Cultivate did not have a dedicated search engine optimization strategy and regular content amplification program to improve organic search and conversion from organic traffic. **The primary objective of this particular project was to maximize their content efforts by focusing on the right keywords to drive qualified traffic and convert that traffic into sales leads.**

To help with this, Prism Global Marketing Solutions first started with a comprehensive website audit that included:

- A **complete keyword assessment** of what keywords were currently driving traffic, the keywords they should be targeting based on search volume, and a review of competitor websites. The goal was to ensure the current pages on the website were driving the right traffic based on targeted keywords specific to their business and buyer personas.

- A **comprehensive optimization of their search terms** by page, which included research and implementation for improvements including:
 - Three target keywords per page based on search volume and current ranking
 - Page title
 - Meta description
 - Page header
 - Overall page content
 - Image alt text
- A **complete conversion rate optimization** review with recommended downloadable assets and conversion offers per page to align with the primary content on their existing website pages. The goal of this was to define the buyer's journey for each website page and then determine which content would best align with where a particular visitor most likely was on that journey.
- A **thorough review of the technical SEO elements** such as page loading time and mobile responsiveness that is critical to ensure a positive website experience.
- A **content calendar** focused on blogs and new downloadable content that would align with their new SEO strategy.

Strategy, Tactics & Results (Data compares 2021 to 2020 metrics):

- **Refreshed SEO Throughout the Website:** With the complete keyword assessment and recommendations for on-page SEO, including page title, meta description, header, content, and alt text, Cultivate saw a **62.7% increase in website traffic** from organic search.
- **Data-Driven Conversion Rate Optimization:** With unique calls-to-action driving prospects to downloadable content specifically geared toward where they are in the buyer's journey, Cultivate saw a **133% increase in new online leads** from organic traffic.

SESSIONS

77,767

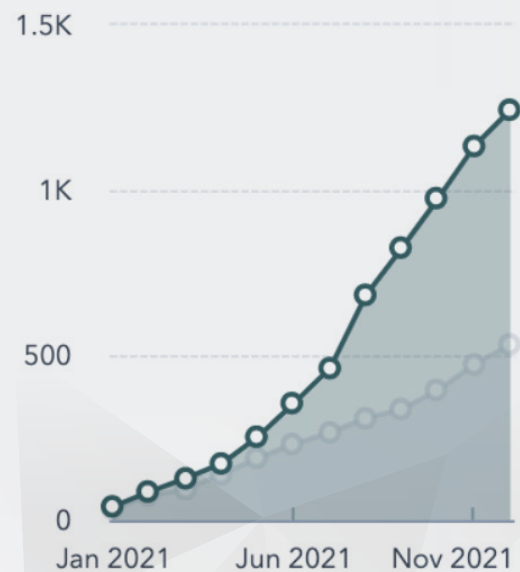
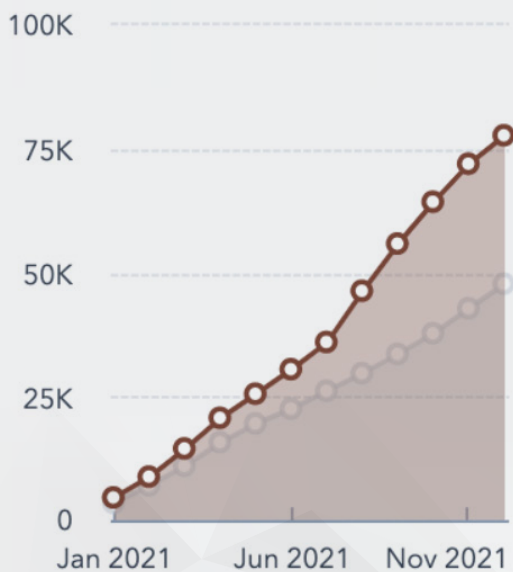
▲ 62.71%

NEW CONTACTS

1,244

▲ 133.4%

1.6%



■ **Added Dynamic & Multivariate Calls-to-Action (CTAs) to the Website:** As a step beyond conversion rate optimization, we further optimized the organic traffic conversion strategy to display dynamic and multivariate calls-to-action. This means that we could see if an individual had already downloaded or engaged with specific content in our marketing automation tool. From there, we could display another piece of related content instead. This allowed for organic visitors to have a personalized experience leading to increased website engagement resulting in:

■ **65% increase** in total CTA views

■ **62% increase** in total CTA clicks

■ **1,003% increase** in total submissions from those CTA clicks

■ **Website Technical Optimization:** The following shows the technical website improvements from a third-party website review tool. These optimizations are essential to helping a site run quickly and efficiently to optimize the user experience. The review and updates included:

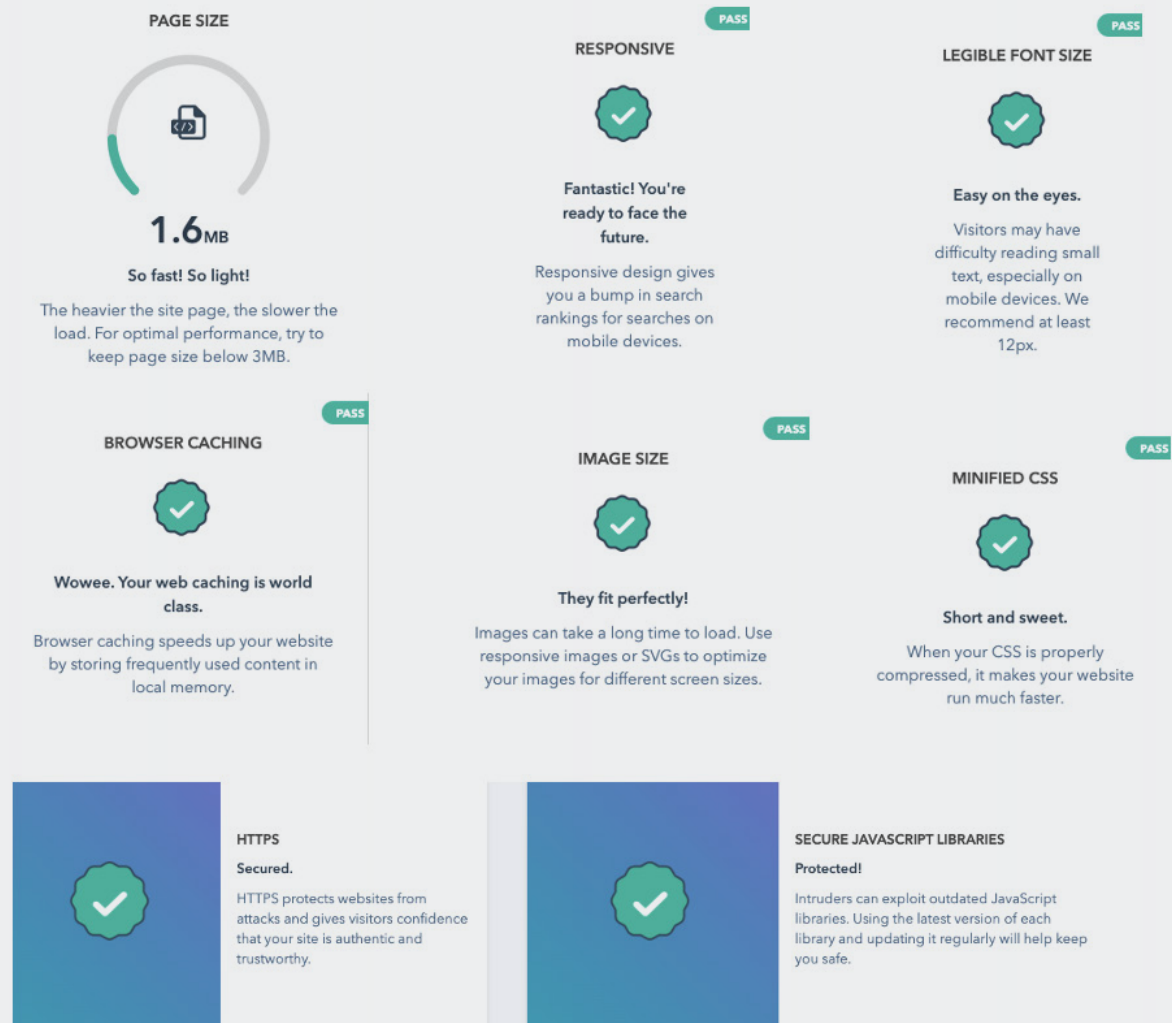
■ Responsiveness & Mobile Font Size

■ Minified CSS

■ Plug-in Optimization

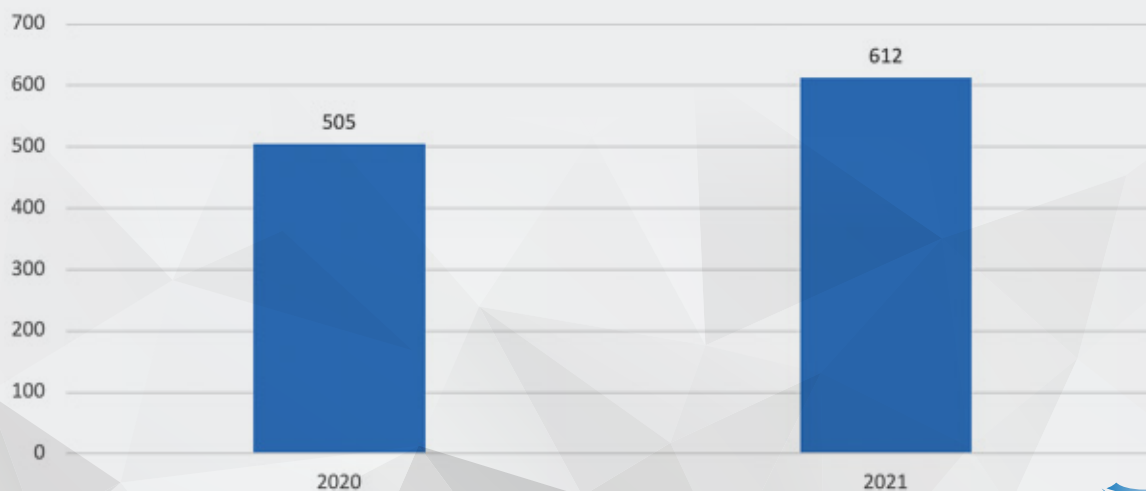
■ Permission to Index

■ Website Security



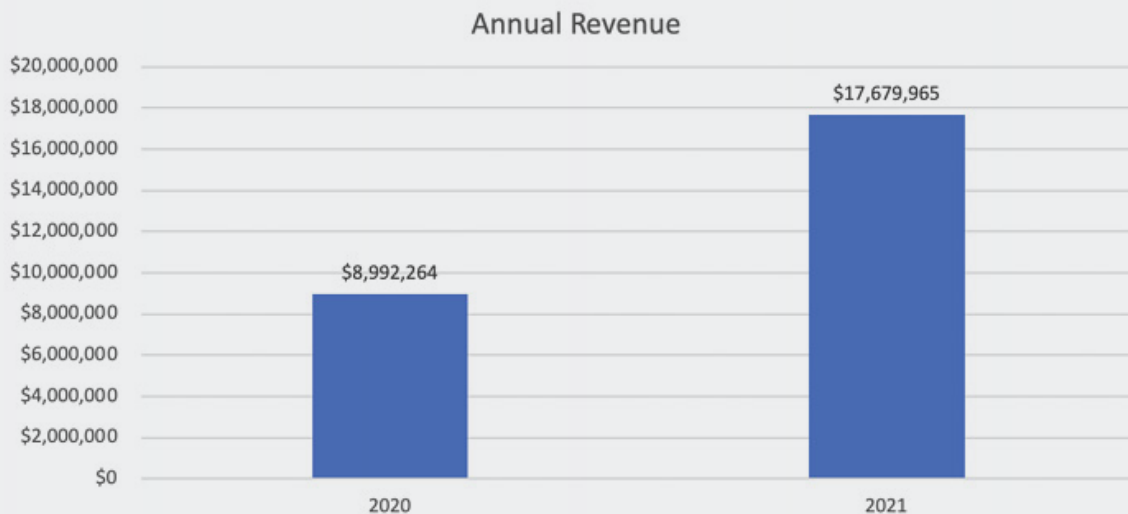
Business Impact:

📈 **21% increase** in sales qualified leads (SQLs)



- Over 525 contacts re-engaged to request a quote to become a sales qualified lead (the most bottom of the funnel offer to connect with sales and generate revenue growth) (SQLs)

- 97% increase in annual revenue



A Note from Our Client:

“I have nothing but great things to say about Prism! Elyse and Rich have been great partners and resources to our organization. They have helped us completely transform how we use HubSpot for internal projects, lead generation, marketing campaigns, email outreach, reporting, as well as streamline processes and communication to be more efficient and effective. They have helped align our teams in more ways than one. Elyse and team have taken on many last-minute requests along the way and have been quick to help each time. We honestly couldn't do it without them!”

JENNY MCGEE
Cultivate



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