

# THE POWER OF ON-SITE SEO

## ABOUT AGENCYEA

agencyEA is a brand experience agency, uniting brands with their target audiences through experiential, digital and traditional engagement. The firm works with some of the most successful organizations in the world, including P&G, Hilton Worldwide, Target and GE.

## STRATEGY

Our strategy is twofold: first, to improve the authority of selected portfolio pages on the agencyEA

website; and second, to improve the conversion power of these pages by updating content and strengthening calls to action.

## KEY TACTICS

- Conducted highly focused link building campaign to target pages.
- Continuous testing and evaluation of calls to action on target pages.
- Developed content outlines for new website pages to be targeted in a future phase of the campaign.

## RESULTS

**UP 8%**

Total SEO website visits rose 8 percent year-over-year in this highly competitive industry.

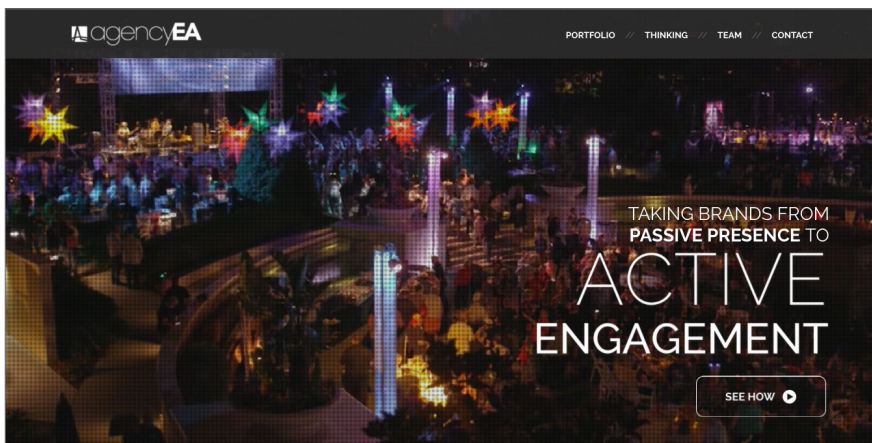
**UP 13%**

Total SEO visits from new visitors rose 13 percent in the same period, reflective of our off-site, content-driven link building effort.

## AMAZING FACT

**CONVERSIONS GROWING LIKE MAD**

The ultimate test of an SEO campaign is conversions: agencyEA has seen an increase in conversions of 2,400 percent since our campaign started. This illustrates how important conversion optimization is for SEO.



“We have been very happy with Straight North’s work. We are getting a much better flow of leads from our website, and Straight North continues to develop creative ways to keep up the positive momentum.”

Claire Holland, Director of Marketing Communications  
AGENCYEA



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