

# QUICK RESULTS IN LEAD PRODUCTION

## ABOUT PREMIERE WORKS

Premiere Works is a one-stop commercial facility management company serving Washington, DC, Maryland and northern Virginia. Straight North was retained to implement an SEO campaign to expand presence in these very competitive, growing markets.

## STRATEGY

- Drive local traffic and conversions from the MD, VA and DC areas
- Drive users to the specific landing page they are looking for with keyword-optimized content for a quick conversion

## KEY TACTICS

- Built links to top priority service pages to improve positioning
- Optimized service page content with geo-targeted keywords
- Wrote blog posts to answer popular questions, with internal links to the service pages

## RESULTS

### TRAFFIC EXPLODES

Organic site traffic is up 2,694 percent since the inception of our SEO campaign.

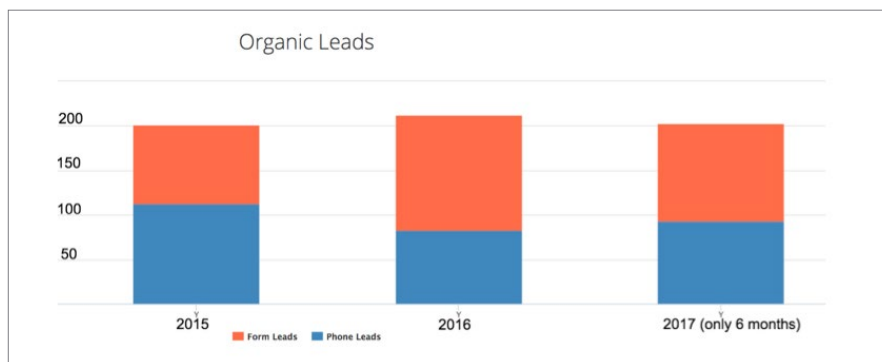
### MORE SALES LEADS!

Validated sales leads improved 209 percent in the first year of the campaign.

## AMAZING FACT

### DOUBLING UP

We are on track to double the number of SEO leads in 2017 vs. 2016!



“Straight North has gotten results very quickly, and leads continue to increase in number and quality.”

Steve Fountaine, President  
PREMIERE WORKS



**STRAIGHTNORTH**  
Make every click count.®