

SALES LEADS DOUBLED

ABOUT REDRIDGE VERIFICATION SERVICES

RedRidge Verification Services provides employment screening, tenant screening and vetting services for a wide variety of businesses across many market verticals, including banking and financial institutions, government agencies, health care organizations and legal firms. RedRidge combines the latest technologies with industry expertise to deliver comprehensive, accurate and detailed data — empowering its clients to confidently make informed business decisions about potential employment candidates.

STRATEGY

Straight North is more than an SEO partner for RedRidge — we built the company’s new website, too. Our proven methodology for developing responsive websites ensured key SEO factors were built into the site, allowing our SEO team to quickly build up the site’s visibility in search results.

The first step was to strengthen the RedRidge domain, by securing high-value links from trustworthy sites. Our outreach team secured guest authorship opportunities with leading websites in the multi-family housing sector — a relevant niche for the client’s tenant screening business. Further outreach in the human resources space and on small business blogs gave RedRidge a well-rounded business backlink profile.

KEY TACTICS

- Initiated sponsorship of local SMB organizations to improve local market rankings in key metro areas.
- Created business profiles on corporate security, human resources and business management websites.
- Published articles on relevant small business blogs.

RESULTS

200%

SEO lead volume increased an even 200 percent since campaign launch.

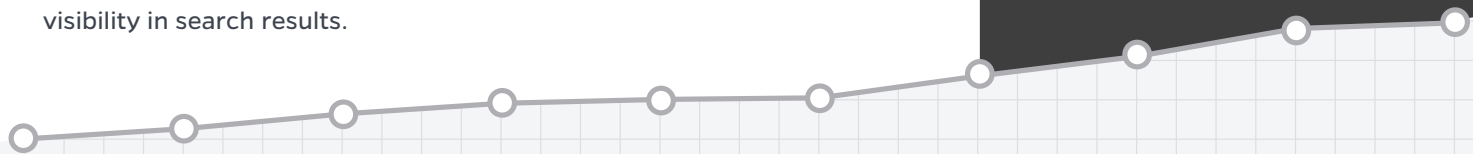
TRAFFIC ↑

Organic search traffic has increased a not-as-neat but just-as-impressive 78.47 percent since campaign launch.

AMAZING FACT

HUGE, NEW EXPOSURE THROUGH SEO

Organic traffic has increased from 26 percent to 55 percent as a share of all website visits. This demonstrates the power of SEO to build awareness and interest among relevant search engine users.



“Our lead production has grown dramatically as a result of Straight North’s SEO program. This has been particularly valuable in helping us accelerate growth for our new focus product lines.”

Christian Moore, Chief Operating Officer
REDRIDGE VERIFICATION SERVICES



STRAIGHTNORTH
Make every click count.®