

MITRATECH

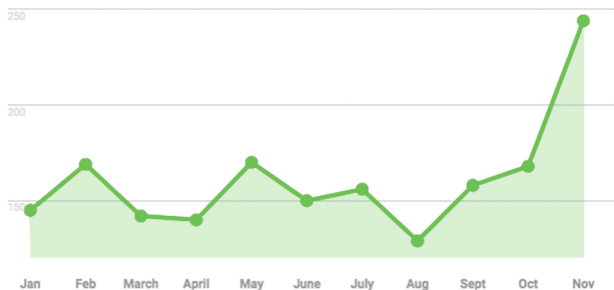
2020 CASE STUDY

MOTOZA

FULL BREAKDOWN

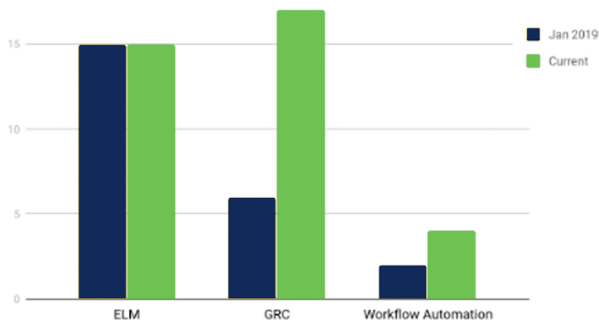
68.3%

increase in
organic
conversions



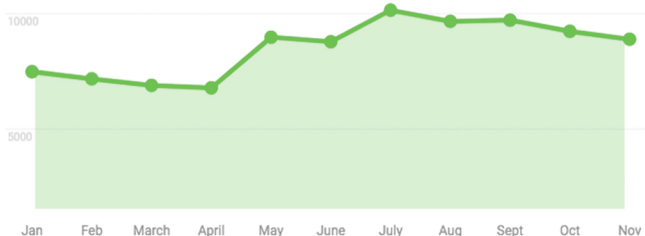
18%

increase in
ranking
keywords



19%

increase in
organic
traffic



MITRATECH

Mitratesch is a proven global technology partner for corporate legal departments and risk & compliance professionals seeking to raise productivity, control expense, and mitigate risk by deepening organizational alignment, increasing visibility, and spurring collaboration across the enterprise.

AT A GLANCE



INCREASE IN MONTHLY ORGANIC TRAFFIC

Maintained existing SEO authority throughout site redesign while improving relevance and rankings with strategic content development.



OF TOTAL TRAFFIC FROM ORGANIC

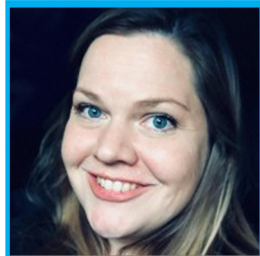
Narrowed list of target keywords to focus on searches with the highest buyer intent & strategically grouped keywords into categories for pillar page content strategy.



KEYWORDS RANKING IN TOP 50

Elevated site content over competitors' to position Mitratesch as an informative, relevant, and useful resource for consumers.

After thoroughly researching Mitratesch's industry & competitors, we created a series of pillar pages to set Mitratesch up to be an organized ecosystem of information that is easy for users to navigate and educate themselves, as well as signals relevance and authority to Google.



"After having a significant amount of growth in the past, and having a certain saturation point in the market, you worry about how you are going to continue to drive that organic traffic. After the first 2 months we saw clear results that told us absolutely, these were the people we wanted working on our website."

- Kelly Greenwalt,
Director of Demand
Generation