

## CASE STUDY



# “MORE TRAFFIC, AND BETTER LEADS”

How an SEO Play Filled Corporate Visions' Sales Funnel

A leading name in the sales training space, Corporate Visions' website consistently fell short of traffic growth and lead generation targets. Despite having an extensive catalog of high-value content and clinically proven research, Corporate Visions needed a solution to get the most out of organic search. Once it began working with Direct Online Marketing, it was only a matter of time before it experienced a 37% growth in leads from search engine optimization (SEO).

# 25%

¼ OF ALL SALES-QUALIFIED  
LEADS NOW COME FROM  
DOM'S SEO EFFORTS

### ABOUT CORPORATE VISIONS

Originally founded in 1984, Corporate Visions spent several decades building its reputation as the authoritative and trustworthy brand in the corporate Sales and Marketing training space. The company has become a ubiquitous name in its industry and has seen exponential growth in its B2B customer base. Although Corporate Visions had a massively comprehensive content marketing strategy supported by multiple digital channels, the company soon realized that it would need a concerted effort to optimize its website for search engines.

### CHALLENGE

Exceptional content is a foundational building block for any SEO campaign. Corporate Visions was not getting the results it needed from organic search, even with its massive content library. Before 2016, the company attempted to manage SEO in-house, and soon realized the many challenges with increasing traffic from search engines. When Corporate Visions realized it didn't possess the capacity to tackle SEO on its own, the business sought to partner with an agency that was able to:

- » Drive organic traffic to the site
- » Assist with site migration & redesign efforts
- » Generate sales-qualified leads from search
- » Demonstrate results with full transparency

## HOW WE HELPED

We started by analyzing Corporate Visions' current and historical search performance, competitor research, and an examination of industry trends. We then created a custom-tailored strategy to outline the best course of action and what DOM would deliver throughout the campaign.

Our results were made possible by focusing on three key components in addition to the core SEO services all our clients receive.

» **SITE MIGRATION:** After an extensive rebranding effort and website relaunch, our analysis found that the site was full of duplicated and thin content. We combined the thin content into larger pieces and reduced the occurrences of duplicate content through redirections. By doing so, we made the site's content library more friendly to search engines while also making the content more valuable to search users. After Corporate Visions combined secure and non-secure versions of the site into one, we then coordinated sitewide redirects to condense link equity onto the new primary domain.

» **HISTORICAL SEO:** Corporate Visions had an extensive library of older, highly insightful content, but it largely fell short of traffic potential. DOM enhanced this content's value by focusing on "historical SEO" strategies to help outdated content perform better. Organic search performance greatly improved for all posts where our team enhanced older content with updated references and other improvements.

» **CONVERSION RATE OPTIMIZATION (CRO):** To maximize organic traffic gains, we wanted to get more of these new users to turn into leads. We analyzed key pages and overall design to develop CRO tests. In addition to improving the user experience sitewide, these recommendations helped Corporate Visions get much more value from organic search.

37% ↑  
TOTAL INCREASE  
IN ALL SEO LEADS

## RESULTS

Many agencies can generate traffic, but our team drove traffic to Corporate Visions' website resulting in highly qualified prospects. The total number of leads from SEO increased by 37%. Of those, at least 25% were sales-qualified leads, turning organic search into its top-performing digital channel.

By partnering with DOM, SEO became a critical driver of success; organic search became the single most impactful digital channel for the company. In the first six months of 2018, Corporate Visions had the highest number of leads in the history of the company – a nine-million-dollar increase in their pipeline.

**"Direct Online Marketing produces consistent results that meet increasingly ambitious project goals. I first discovered DOM while working for another company and I remembered the excellent work they did. Direct Online Marketing knows what they're doing, evident by the results they produce."**

Steve Jones, Marketing VP, Corporate Visions, Inc.

