

# Effective Optimization of SEO & Paid Marketing Campaigns

## HIGHLIGHTS

**21%**   
Boost in  
Organic Traffic

**22%**   
Increase in SEO  
Campaign Conversions

**60%**   
Drop in Cost  
Per Conversion

**50%**   
Increase  
in Conversions

## THE CUSTOMER

Allbound is a partner relationship and channel management software provider. The organization helps drive business growth through sales and marketing partners. This is done with the optimization of the partner lifecycle and the driving of channel engagement & sales.

## THE CONTEXT

Allbound had been finding it difficult to drive targeted traffic to their website since it was not search-engine-optimized. Furthermore, user experience was not helping draw organic traffic on expected lines.

In addition to this, Allbound's cost per acquisition was on the higher side since paid marketing campaigns were also not optimized. The customer was also finding it difficult to increase conversion rates with paid campaigns.

## THE OBJECTIVES

Allbound's first objective was to rank for the right keywords with an effective SEO strategy in place. They wanted to drive high-quality web traffic, reduce bounce rates, boost search visibility, and provide a highly engaging user experience.

Allbound's second objective was to optimize their paid marketing campaigns. This would enable maximized conversions, reduced acquisition costs, and enhanced brand visibility.

## THE SOLUTION

### Search Engine Optimization

- Conducted extensive keyword research to target search results and drive targeted traffic to the website
- Performed on-page SEO fixes—metadata optimization, URL errors, and redirections for making content relevant to user queries
- Syndicated content to improve link juice and indexing, and improve brand visibility

### Search Engine Marketing

- Conducted thorough research to make the most of new keyword opportunities
- Conducted a campaign audit as well as gap analysis to revamp existing campaigns
- Segmented the customer's audience to ensure that content effectively targets prospects & customers
- Created ad campaigns dedicated to varying geo-locations
- Overhauled existing campaigns—from keywords to custom targeting, and new ad creatives
- Provided detailed reports as part of the overall optimization strategy

## THE OUTCOME

Allbound's website saw a 21% growth in organic traffic with campaigns now optimized for search engines. While there was a 22% increase in conversions, website indexing improved by 17%. In addition to this, enhancement in user experience led to a 51% reduction in the bounce rate.

Furthermore, fine-tuned paid marketing campaigns helped drive Allbound's conversion rate by 67%. There was also a 60% fall in the cost per conversion and a 50% improvement in conversions.