



SEO AUDIT & COMPETITIVE STRATEGY

PROBLEM March Communications engaged Trust Insights to support them in their efforts to edge out the competition with better organic search results and a data-driven approach to content and new business efforts. Specifically, March wanted to show up on page one of Google Search for “Boston Tech PR Firm”.

PEOPLE Trust Insights worked with the SVP of Marketing & Digital Marketing Team of March Comms to gather information about the current strategy. Trust Insights also interviewed the team to learn about any skills deficits that were preventing proper SEO efforts, and where Trust Insights could best support them.

PROCESS Trust Insights conducted a three-part SEO analysis to get a better understanding of the current situation. Part 1: Landscape/Competitive Audit. Part 2 - On-site Technical Audit. Part 3 - Predictive Audit. March Communications was given a plan that included target keywords, content ideas, optimization plans, and dissemination timing.

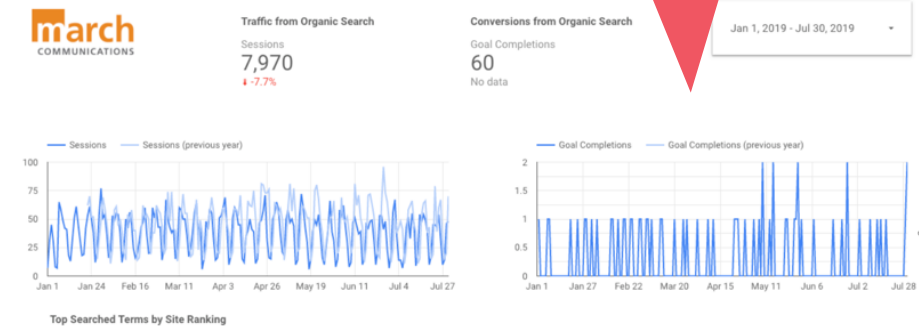
PLATFORM Trust Insights used a combination of the shelf SEO tools and Machine Learning code to create the most comprehensive plan for March Communications.

PERFORMANCE Using the plan outlined by Trust Insights, March Communications was able to see a 40% increase in web traffic within the first six months.

Since program inception, March has generated almost 8,000 visitors from organic search and 60 goal completions (lead generation). Its branded search has improved the most.

March still requires extensive content generation to rank for unbranded terms it cares about most.

PROGRAM SEO LANDSCAPE



Top Searched Terms by Site Ranking

Query	Average Position	% Δ	Site CTR	% Δ	Clicks	% Δ
1. march communications	1.11	10.3% ↑	58.07%	-1.7% ↓	1,291	53.0% ↑
2. stock phrases	5.98	45.1% ↑	4.69%	-37.7% ↓	162	13.3% ↑
3. stock phrases list	1	0.0%	42.32%	-6.5% ↓	135	136.8% ↑
4. questions to ask in a pr interview	2.16	11.8% ↑	37.44%	-1.2% ↓	79	36.2% ↑
5. march communications boston	1.35	15.9% ↑	57.14%	31.2% ↑	76	181.5% ↑
6. pr interview questions to ask	4.49	87.6% ↑	12.1%	-38.9% ↓	72	67.4% ↑
7. march pr	1.04	2.8% ↑	33.17%	-45.6% ↓	68	74.4% ↑
8. cro acronym marketing	2.51	-11.0% ↓	5.97%	127.4% ↑	56	409.1% ↑
9. questions to ask in pr interview	1.84	2.3% ↑	40.86%	-7.2% ↓	38	2.7% ↑
10. cro abbreviation marketing	2.01	-14.0% ↓	15.35%	220.1% ↑	33	371.4% ↑