

# How a Professional Services Firm Grew Revenue Through SEO

## CASE STUDY

A professional services firm in the Northeast did not appear in Google search results. This lack of visibility cost them business. They hired Reliable Acorn to help improve their ability to be found by their customers through a search marketing campaign.

### Finding Unique Keyword Phrases That Competitors Missed Led to Revenue Growth

Rather than focus their search engine optimization (SEO) campaign on the same broad phrases as their competitors, Reliable Acorn developed a strategy around informative content and highly specific keywords. This strategy attracted visitors earlier in their solution-seeking process and helped the firm gain more website traffic.

Because customers found the firm when searching for this unique content, this traffic converted into new leads at a very high rate. The leads grew at a higher rate than the traffic, indicating that the traffic was higher quality. Since each lead potentially resulted in a multi-million dollar deal, this led to significant revenue growth.

### Consistent Focus on Proven Marketing Channels Generates More Leads

Previously, the firm tested various marketing channels to see what would happen with the hope that something worked. Instead, they needed a clear understanding of which marketing channels produced leads.

Reliable Acorn helped the firm establish lead attribution analytics. These analytics helped the firm track the lead from the time they contacted the firm through the consummation of the lead becoming a client, which could take months to years.

This data intelligence helped the firm focus on a smaller number of proven marketing channels and track leads from contact to conversion.

## Results:

TRAFFIC GROWTH

**6.9x**  
TRAFFIC GROWTH  
FROM SEO OVER  
SEVERAL YEARS

**28.4%**  
AVERAGE ANNUAL  
INCREASE IN  
SEO TRAFFIC

**52.1%**  
BEST YEAR'S ANNUAL  
TRAFFIC GROWTH

## Leveraging Employees' Billable Time Saves Money

In the past, the firm would hold expensive daylong seminars with the hopes of networking for leads. Instead, staff spent fewer hours contributing to web content that continues to receive traffic on an ongoing basis. Eventually, the firm stopped hosting these seminars because the website generated more leads for less time and cost.

Ultimately, the client could understand their return on investment in SEO because they could articulate how much profit was earned on the cost to deploy each specific campaign. As a result, the client has generated several million dollars in revenue.

## Results: LEAD GROWTH

**11.6x**  
LEAD GROWTH FROM  
SEO OVER SEVERAL  
YEARS

**103%**  
AVERAGE ANNUAL  
INCREASE IN LEADS  
FROM SEO

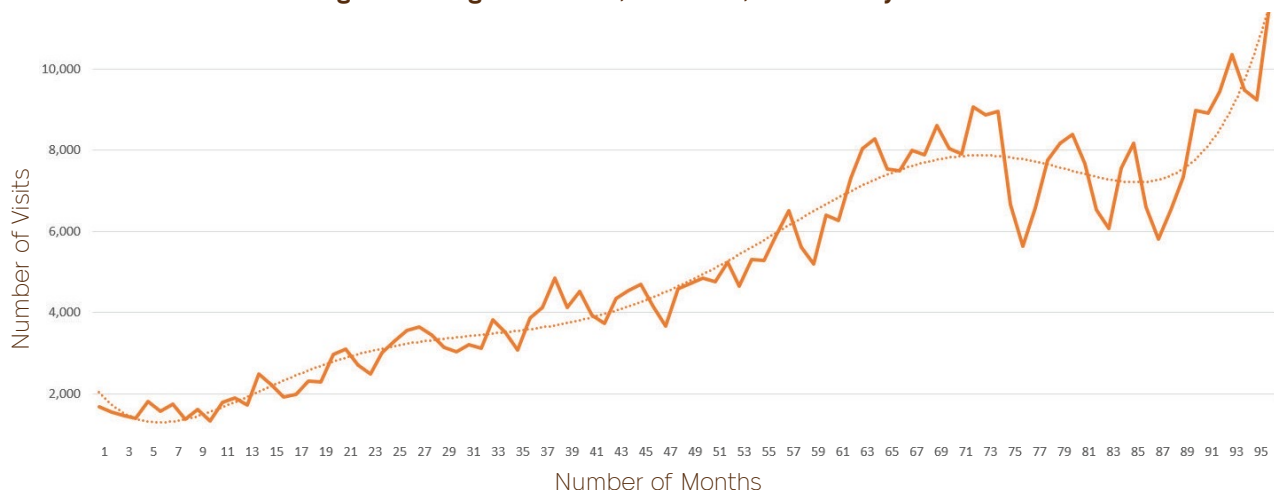
**282%**  
BEST YEAR'S ANNUAL  
LEAD GROWTH

## Data Informs New Revenue Opportunities

At first, the firm focused on generating leads in their home city. Over time, data revealed geographic patterns in the sources of quality leads. This data informed a new strategy to expand int in nearby municipalities that proved to be as lucrative as the headquarters location. Now, the firm has sufficient coverage to accept clients throughout the state.

Also, because the firm's SEO efforts generated more leads than they could handle, they started a new service that refers leads to smaller businesses. The referral fees became a new revenue stream for the firm.

## MONTHLY VISITS Search engine traffic grew from <2,000 to >11,000 monthly visits.



# About Reliable Acorn

Reliable Acorn provides digital marketing consulting and services that get you found by your customers. We help you grow your business from sapling to mighty oak because an investment in growth over the long term means you're sturdy and strong for years to come.



## DAVID ZIMMERMAN

After working in several digital marketing agencies, David started Reliable Acorn in 2015. When he's not in front of a computer screen, you might find him cooking something tasty or birding in the mountains of North Carolina.

[david@reliableacorn.com](mailto:david@reliableacorn.com)

803.322.8380

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