



# | SEO Case Study

**Problem:** The chemical wholesaler had a digital presence, but it was limited.

The website was outdated, a combination of OpenCart, WordPress, and Hubspot landing pages. Content on the site wasn't optimized for search or contained the right keywords. Along with unoptimized content, the website loaded in 10-seconds and had a number of broken links.

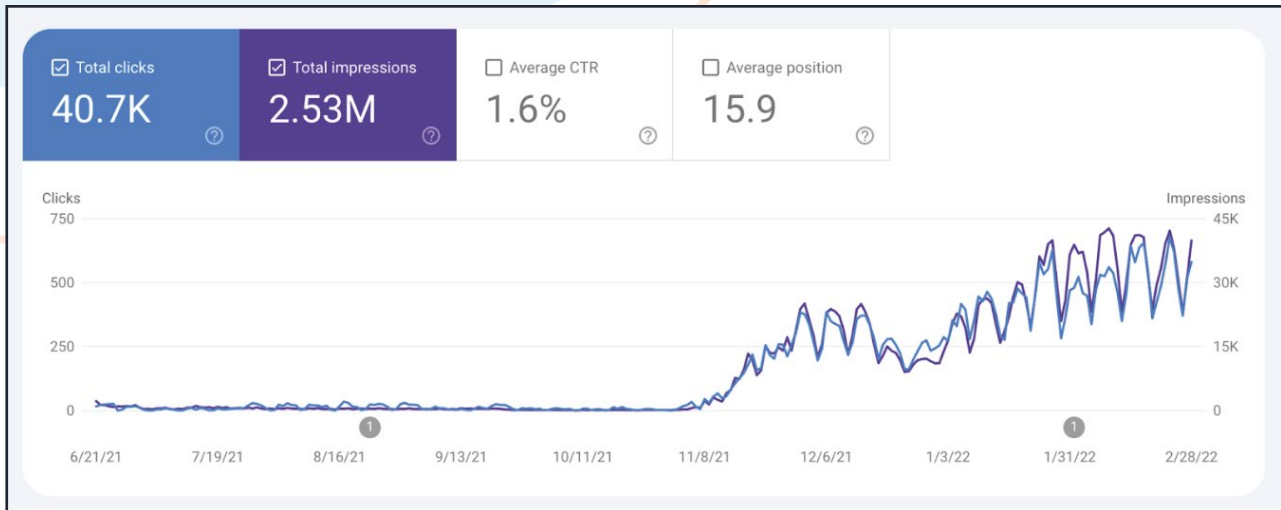
**Solution:** We set out a plan for a new website, relying on WordPress and a new cart solution that worked with their ERP and interfaced with WordPress.

The new website loaded within 2-seconds, scored high on Lighthouse, and improved overall user experience. With the new website we were able to address broken links, upgrade existing content, and add in meta titles along with descriptions. Hubspot landing pages were converted to WordPress pages and improved SEO being on the same domain. The forms were tied in, keeping all tracking and data without impacting the website load time or user experience.



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All the improvements increase organic impressions by 565%. Conversions increased.



KPIS	Previous SEO	Digiboost SEO	Improvement
Organic Impressions	673,000	4,480,000	565.676% ↑
Clicks	11,400	71,000	522.807% ↑
Avg. CTR	0.78%	1.6%	105.128% ↑
Avg. Position	25.9	15.9	34.749% ↑



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**Results:** Having one website that was all connected, allowed for a cohesive SEO plan to be implemented on the site. The increase in content, cohesive design, and performance improvement directly impacted the search engine rankings. The base they had with existing content and domain age allowed the website to quickly gain the top spot on highly sought after keywords that outrank top competitors today.

Additionally, the increase traffic lead to more conversions and form fills. The higher quality content allowed sales to use the website more than a brochure. They were able to use it as a sales tool. Overall, customers have a better experience and are able to research needs directly on the website instead of third party sites.