

Case Study: Mercer

Mercer Increased Non-Branded Organic Impressions by **+106%** and Non-Branded Organic Clicks by **+22%**

Challenge & Objective

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new prospects.

Approach

- Technical SEO to consolidate multiple domains competing for the same keywords
- Leverage enterprise content marketing to drive SEO rankings
- On-Page content creation including product and FAQs

Tools Used



ADL↑FT

106%

Increase in Non-Brand Impressions

71%

Increase in Organic Leads

22%

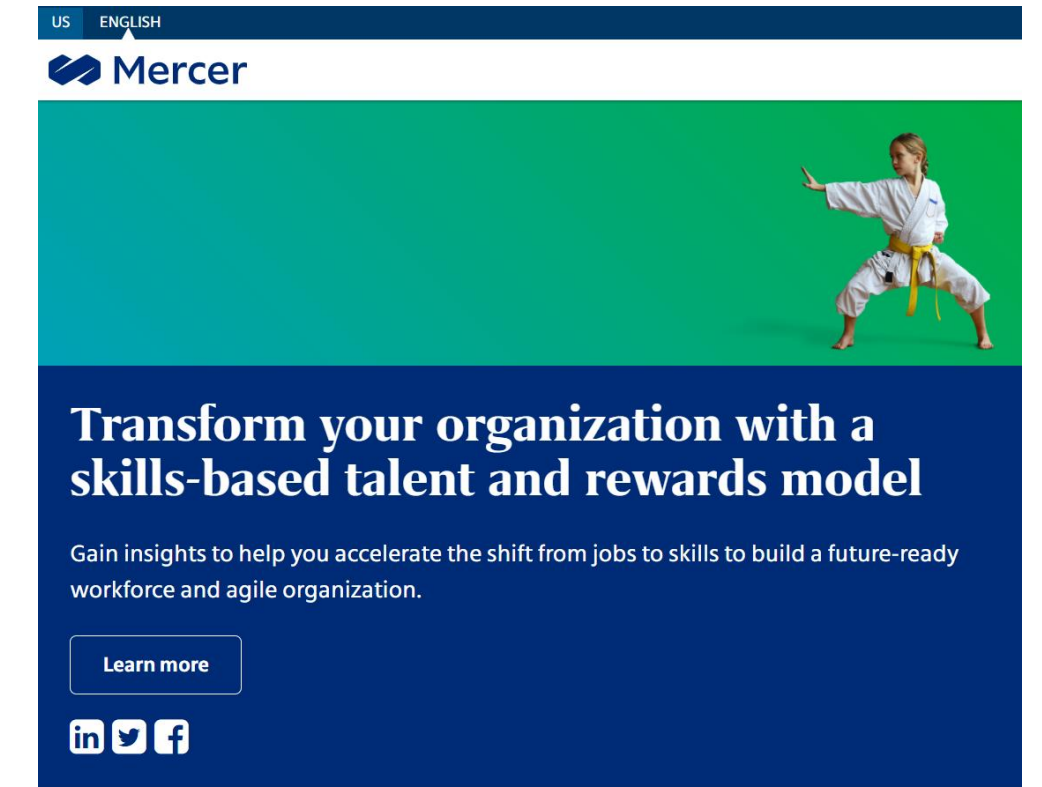
Increase in Non-Branded Organic Clicks

31%

Increase in keywords ranking in Top 5

30%

Increase in keywords ranking in Top 10



A wealth of choice

