

## From Page x to Page 1: How a US-based Resume Writing Service Provider Outranked Its Competitors and Increased Conversions Through SEO

### About the Company

Committed to helping job hunters land their dream jobs and careers, this US-based resume writing company has prepared and delivered different job application tools not only across the country, but also around the world. These include civilian, military, and federal resumes; curriculum vitae; and LinkedIn profiles. The company offers a wide range of packages to cater to various job seeker needs, from entry- to executive-level positions.

Since 2018, this resume writing company has established a valuable partnership with BlueFly Studios to achieve the following goals:


### Goals

1. Earn ranking in the first page of search engines using relevant keywords
2. Increase website traffic and relevant organic keywords
3. Improve brand awareness and reach a wider target audience
4. Generate quality leads leading to increase in conversions

### Challenge

As the resume writing industry becomes increasingly competitive and saturated, this company faced challenges in earning a spot in search engine results pages (SERP) using relevant keywords. In addition, they have struggled to tap a wider target audience across diverse geographic regions and industries. These, in turn, affected their ability to attract potential clients, build brand awareness, generate high-quality leads, and convert website visitors into customers.

To address these and help them stand out among their competitors, they partnered with BlueFly Studios' team of SEO specialists. This way, the company would be able to establish a strong online presence, remain competitive, and stay ahead of the competition.



## Action

### **Goal #1: Earn ranking in the first page of search engines using relevant keywords**

Upon reviewing the pages of the company's website, especially its major and money pages, our SEO specialists discovered that the SEO elements and contents were not keyword-optimized and did not adhere to the best SEO practices.

Based on the assessment, our experts proposed several SEO strategies and action plans that made the website position higher in search engines. These included conducting thorough keyword research, optimizing on-page SEO elements, producing relevant contents, and building high-quality inbound links. Further, our specialists regularly monitored and modified SEO strategies based on the latest trends and updates of search engines.

### **Goal #2: Increase website traffic and relevant organic keywords**

Aside from the strategies mentioned above, our SEO specialists also performed a thorough website audit to analyze the website's current SEO status; determine any technical issues; and optimize the website's structure, speed, and mobile-friendliness.


Our team also identified high-volume and relevant keywords that potential clients might be searching for; produced informative and engaging content based on different search angles to better answer users' search questions; and built quality links from relevant and authoritative websites. In addition, our SEO specialists made use social media to share contents on these platforms. Some of the contents were in the forms of blog posts, videos, and infographics.

### **Goal #3: Improve brand awareness and reach a wider target audience**

In order to raise brand awareness and tap a wider audience, our team proposed and developed a strong brand identity for this company. These included creating consistent visual identity, messaging, and tone of voice that resonated with the target audience and was distinct from other competitors.

Additionally, we maximized the social media platforms. These involved regularly sharing content, engaging and interacting with followers, and running social media ads to expand the company's reach. For the latter strategy, our team aimed to target specific demographics and industries with the help of paid advertising campaigns such as Google Ads.

Aside from those noted above, our team produced high-quality and shareable contents tailored to specific demographics and fields. These included writing reviews of resume writing services in different locations and industries. We also reached out and collaborated with



influencers and tapped websites with high-domain authority scores, which helped promote the company's services to a wider market.

**Goal #4: Generate quality leads leading to increase in conversions**

It's no secret that when companies generate quality leads, there's a higher chance of converting them into customers. Hence, our team highlighted the resume writing provider's unique value proposition on the website and across different marketing materials. Plus, we implemented effective calls to action (CTAs) that guided visitors toward their desired action, such as contacting the service provider.

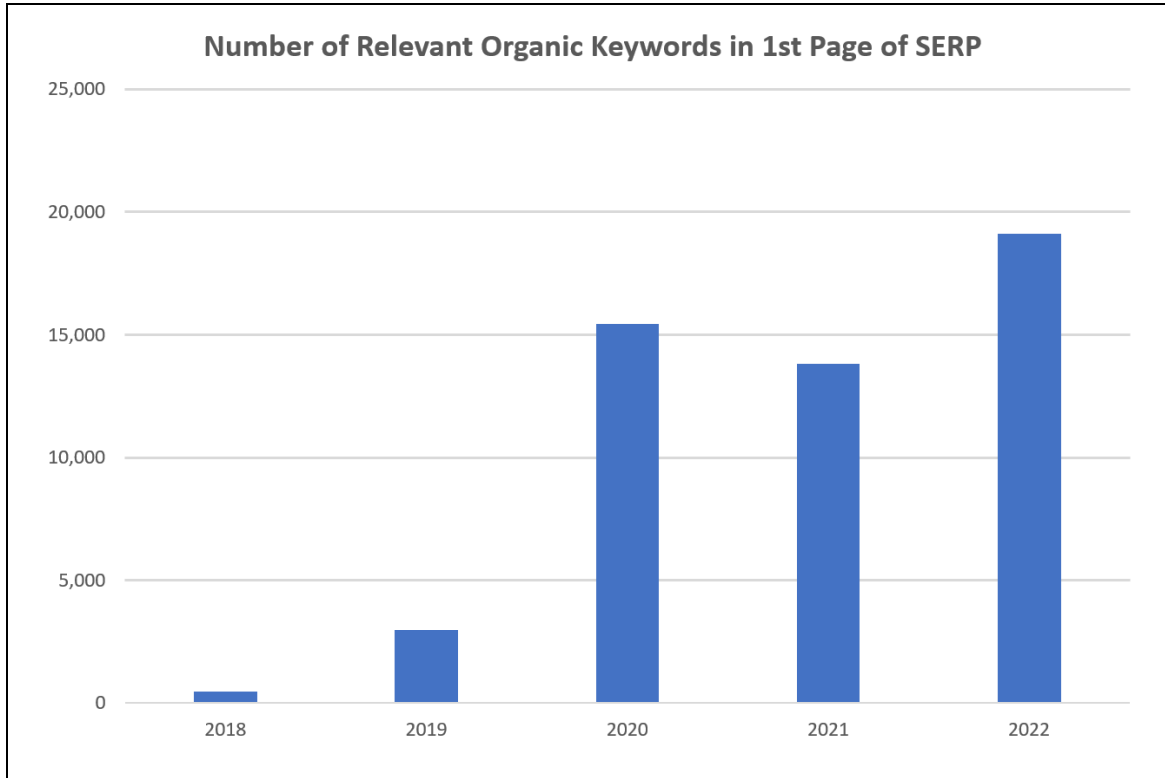
Furthermore, we offered various lead magnets through newsletters and email marketing, including free e-books, free resume templates, free resume review, and resume writing tips in exchange for their contact information. Our team also sent targeted and personalized email campaigns that helped establish trust and credibility, leading to increased conversions.

## Results

**Goal #1: Earn ranking in the first page of search engines using relevant keywords**

Year	Number of Relevant Organic Keywords in 1st Page of SERP
2018	482
2019	2,971
2020	15,455
2021	13,804
2022	19,122

Benchmark for the design/presentation:



The data above shows the number of relevant organic keywords that appeared on the first page of search engine results pages (SERP) for this resume writing service provider's website from 2018 to 2022.

In 2018, only 482 relevant organic keywords were found on the first page of SERP. However, the number increased significantly in the succeeding years, with 2,971 in 2019, 15,455 in 2020, and 13,804 in 2021. By 2022, the website's SEO efforts resulted in a substantial increase relevant organic keywords on the first page of SERP, with a total of 19,122.

This suggests that the website's SEO strategies were effective at improving its online visibility and attracting potential clients to the site.

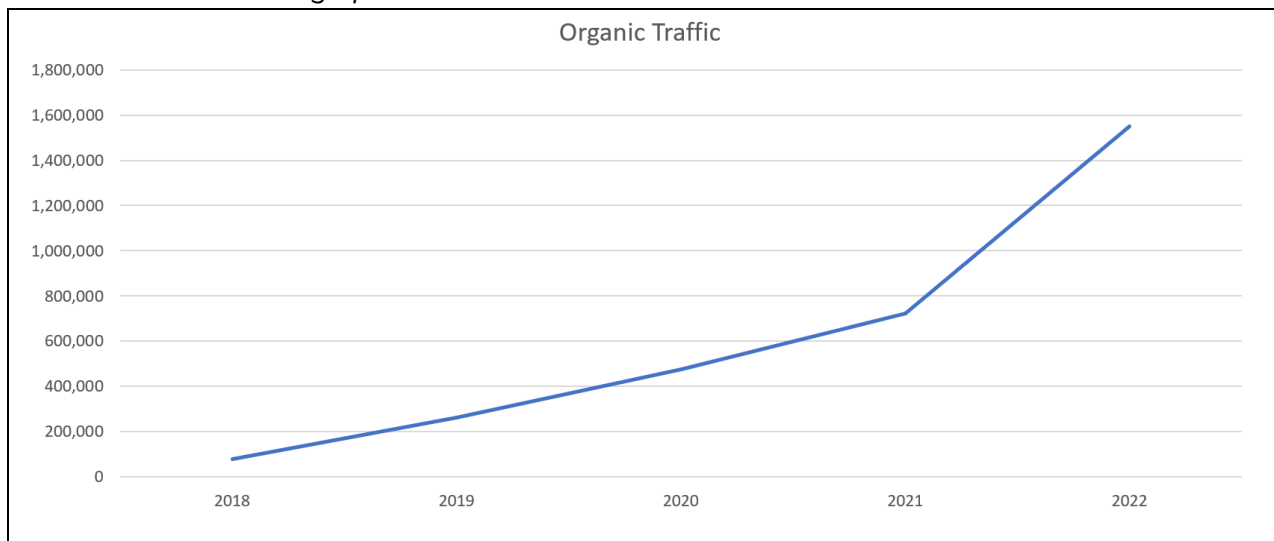
## Goal #2: Increase website traffic and relevant organic keywords

### Goal #2a: Organic Traffic

The data below shows the number of organic traffic that the website received each year from 2018 to 2022. Organic traffic refers to the number of visitors that come to the website through non-paid search engine results, indicating the website's visibility and relevance in search engines.

Year	Organic Traffic
2018	80,688
2019	264,532
2020	477,739
2021	724,105
2022	1,549,204

*Benchmark for the design/presentation:*



From 2018 to 2022, the organic traffic of the website experienced a steady increase. In 2018, the website generated 80,688 organic traffic, which increased to 264,532 in 2019. In 2020, the organic traffic almost doubled to 477,739, continuing its upward trajectory the following year with 724,105. Finally, in 2022, the organic traffic skyrocketed to 1,549,204, indicating the

effectiveness of the SEO strategies and action plans implemented by our team of SEO specialists.

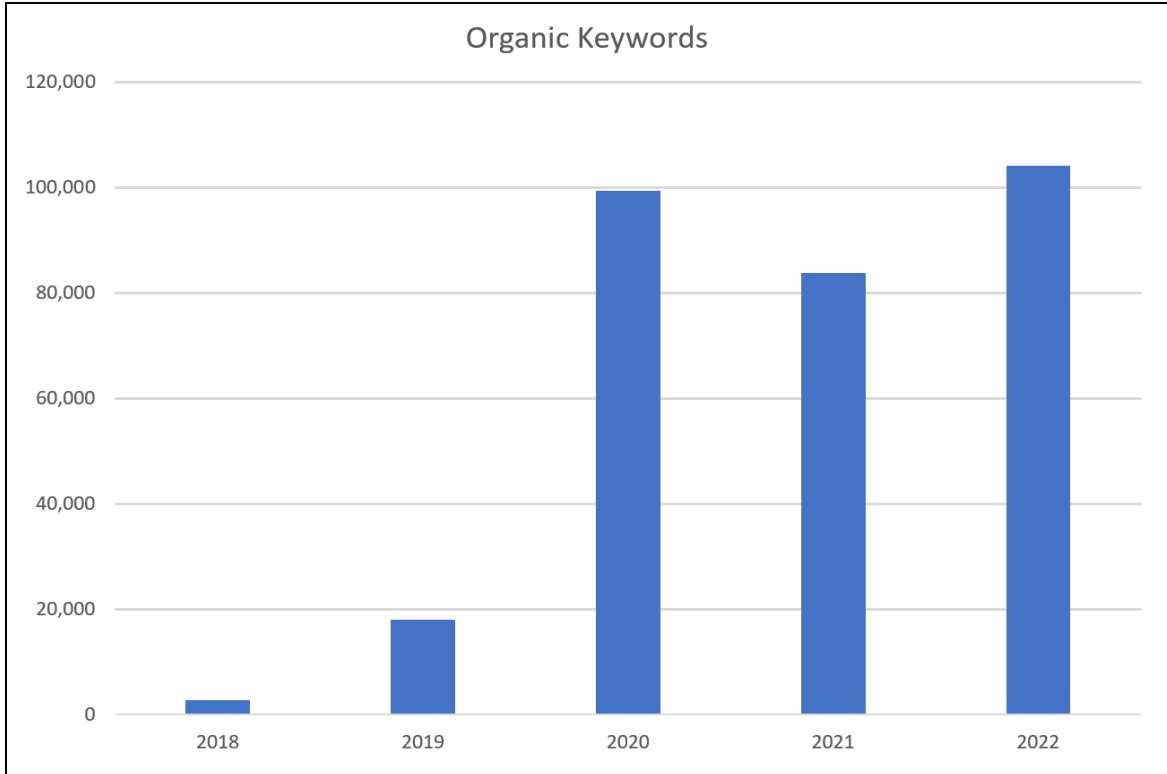
The increase in organic traffic implies that the website has become more visible and accessible to a wider audience, reaching more potential customers and generating business opportunities. It also signifies that the website's contents and SEO elements are properly optimized and relevant, attracting users to visit and engage with the website.

### **Goal #2b: Organic Keywords**

The data below shows the number of organic keywords that the website ranked for in the first page of SERP for each year, from 2018 to 2022.

<b>Year</b>	<b>Organic Keywords</b>
2018	2,720
2019	17,932
2020	99,383
2021	83,860
2022	104,209

Benchmark for the design/presentation:



In 2018, the website had 2,720 organic keywords. This number increased significantly in 2019 with 17,932 organic keywords, and further increased in 2020 with 99,383 organic keywords. However, in 2021, the number of organic keywords decreased slightly to 83,860. In 2022, the number of organic keywords regained its footing and increased to 104,209.

These numbers indicate that the SEO strategies and action plans implemented by our team were effective at improving the website's search visibility and relevance. Nonetheless, it's worth noting that the number of organic keywords can fluctuate due to various factors such as changes in search engine algorithms, competition, and user behavior.

### Goal #3: Improve brand awareness and reach a wider target audience

#### Social Media Followers

Social Media Platforms	2018	2019	2020	2021	2022
Facebook	11,296	11,764	12,111	13,542	15,382
Twitter	976	1,215	1,236	1,311	1,375
Instagram	969	1,148	1,155	1,247	1,426

The data above shows the number of social media followers of the company on Facebook, Twitter, and Instagram from 2018 to 2022.

The Facebook page saw a steady increase in followers from 11,296 in 2018 to 15,382 in 2022, indicating a growing interest in the brand on this platform. Twitter and Instagram also saw a gradual increase in followers, with Twitter going from 976 to 1,375 followers and Instagram from 969 to 1,426 followers.

This suggests that the brand's social media presence has grown over time, and there is an increasing number of people interested in following the brand and its updates on these platforms.

#### Website Traffic from Social Media Platforms

Social Media Platforms	2018	2019	2020	2021	2022
Facebook	47	53	858	962	1,365
Twitter	6	10	166	375	501
Instagram	7	8	163	249	466

Based on the data, there is a significant increase in website traffic from social media platforms from 2018 to 2022.

Facebook has the highest traffic, with 47 in 2018 and 1,365 in 2022. Twitter and Instagram also show an increase in traffic, with Twitter having 6 in 2018 and 501 in 2022, and Instagram having 7 in 2018 and 466 in 2022.

These numbers indicate that social media platforms have been effective at driving traffic to the website, which increased the company's brand awareness and reached a wider target audience.



### Referral Traffic

Sources	2018	2019	2020	2021	2022
source.com 1	1,578	2,828	16,389	18,308	20,556
source.com 2	987	1,436	1,024	4,194	5,924
source.com 3	1,763	3,295	4,194	6,423	7,516

This data shows the number of referral traffic sessions received by the company's website from three different sources from 2018 to 2022. As the years progressed, there was a clear increase in the number of sessions, indicating an improvement in brand awareness and reach of the target audience.

### Work Involved:

- Search engine optimization
  - Pay-per-click advertising
  - Content marketing
  - Social media marketing
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