



UNCOMMEN SEO

Case Study

UNCOMMEN

THE PROJECT

UNCOMMEN is an online non-profit focused on men's materials surrounding husbands, dads, and leaders in their community. With a high emphasis on the online website, it was crucial for them to have a strong SEO presence and content marketing strategy. Being a non-profit, paid SEO was largely out of the picture, and relying on organic search was the clear strategy moving forward.

For UNCOMMEN, Studio490 developed weekly blog articles, a high-performance website, and most importantly, strategic SEO optimization.

UNCOMMEN

HOW WE DID IT

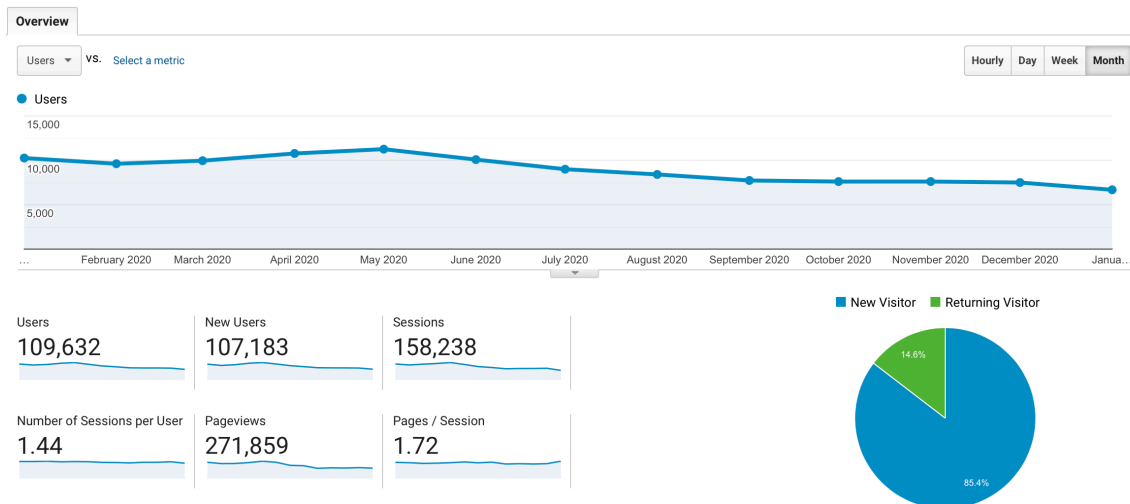
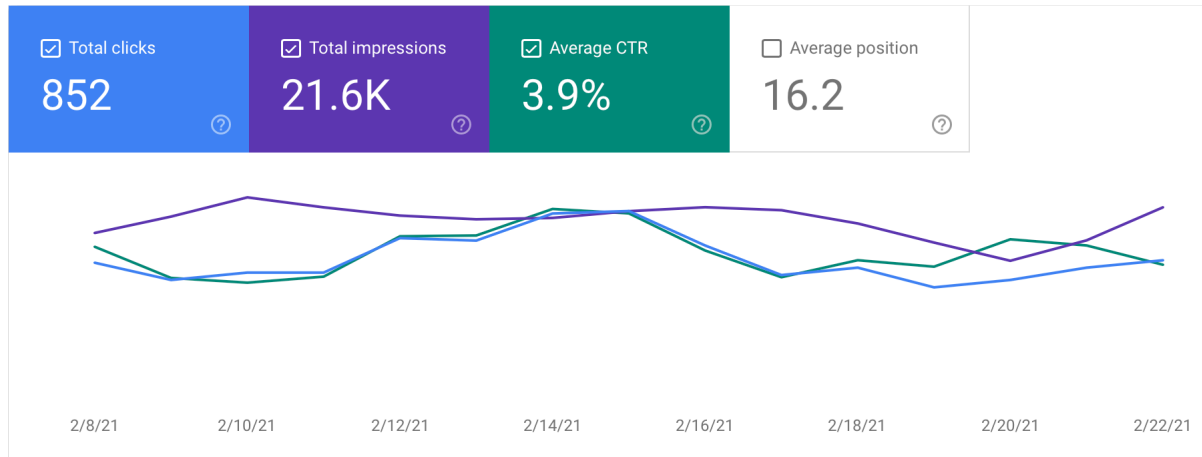
The core of our services for them was content marketing and SEO development.

Good content is at the heart of SEO. The content was developed with keywords in mind and focused on leading the user to volunteer or donate. Organic SEO is a long-term strategy that compounds over time. So, we knew that results wouldn't appear overnight. We've been working with UNCOMMEN since 2017. To date, they have over 350 pieces of content on the website and average over 8,000 organic users per month. All of this happens with no advertising. It's the power of consistent organic SEO.

When it comes to its placement on Google, UNCOMMEN's pages are seen (impressions) nearly 1,000 times a day. In just a short range of February 8th - February 22nd, 2021, UNCOMMEN received over 21,000 impressions on Google organic search results. Organic SEO is built upon consistency.

We continue to work with UNCOMMEN to improve its CTR rate to convert impressions to website visitors, which leads to giving to the non-profit.

UNCOMMEN - THE DATA



UNCOMMON

HOW IT CAN WORK FOR YOU

Organic SEO is a powerful tool when you combine it with a committed team and great content. At its core, Google wants to provide value to the user who's searching on their platform. It's our job as the marketing team to provide that value and achieve results for our clients.

While the numbers are great, and we love to provide results to our clients about positioning, impressions, and more, we're primarily concerned with conversions. We don't want to simply drive traffic to show good numbers; we want to drive conversions for your company.

We'd love to discuss with you how we can help. Please get in touch with our team.

WOULD YOU LIKE TO WORK WITH US?

**LET'S START WORKING
TOGETHER TODAY!**

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