

How Will Russell Marketing Helped Mind Your Business, Inc. Increase Search Engine Visibility & Sales

Background

Mind Your Business, Inc. was started from the purest strains of the American Dream: from the basement of founder Karen Caruso's home, with very little money and the desire to protect the most vulnerable members of society. Her intent initially was simply to screen a nanny that would care for her children, but found it impossible to hire a company that provided such a background screening service to private individuals. So, she started her own.

Mind Your Business now stands as testament to what a big vision, diligent, careful processes, and the passionate pursuit of reliable pre-screening can accomplish.

Challenge

As a highly regarded screening service provider who prides themselves on staying ahead of the curve, Mind Your Business understood the potential power that the internet could provide in increasing brand visibility and acquiring new customers.

However, with so many online marketing opportunities available and the knowledge that building an online presence can be a challenging and time-consuming process, Mind Your Business knew that bringing in an outside expert would help them launch and implement a digital strategy successfully.

Solution

Mind Your Business turned to Will Russell Marketing to kick start their online marketing program. Following a competitive analysis and collaborative discussions on the marketing options available to them, Mind Your Business decided to hire Will Russell Marketing to create and implement an SEO strategy focused on link building and content creation to improve search engine visibility, drive website traffic and acquire new customers.

A blog was added to the Mind Your Business website and a minimum of three blog posts a week were published, with a content strategy focusing on industry relevant news, brand updates and successes, and evergreen articles targeting relevant search terms.

Integrated into the program was a basic link building campaign, with a goal to increase the value of the content created and propel this content to rank higher in search engine results.

Results

The program proved very successful, helping Mind Your Business continue to grow and consolidate their position as one of the leading background screening companies in the market.

Over the first 12 months of the program Mind Your Business increased their visibility in Google's search engine by 2,070%, including ranking on page 1 for five key industry search terms. Additionally, inbound

links to the Mind Your Business website increased by 547%, and by the end of the first year targeted blog content now was driving 50% of all site traffic. These efforts have further assisted in branding, lead generation and the acquisition of new customers.

Overall, the partnership has allowed Mind Your Business to elevate their online presence and solidify their position as one of the most progressive brands in the industry.