

MARKETING PORTFOLIO

Search Engine Optimization (SEO) & Search Engine Marketing (SEM)

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OBJECTIVES

In late 2019, Counsilman-Hunsaker embarked on a website development project to replace its aging website, launched in 2012. However, when the website was launched, it was not optimized for search engines because the original scope of work that included SEO setup and the subsequent post-launch scopes of work had SEO line items redlined by leadership due to a lack of understanding of its importance. The marketing team needed to undertake this project in-house, post-launch to ensure the website was optimized for search engines.

SOLUTION

Counsilman-Hunsaker's hosting service provider (HSP), Beanstalk, offered to conduct an SEO and Keyword Research Audit. Based on the findings of the report, I drafted a 5-page memo of recommendations to prioritize the results of the audit and propose a course of action to stakeholders. We determined a plan to optimize the site for organic search and included additional Beanstalk recommendations for search engine marketing.

Yoast SEO is a WordPress plugin used to help optimize search engine rankings which was installed during website development. I began the project by optimizing the main pages of the website first, using the plugin to help achieve the best scores. After completion, I began optimizing blogs and other post types.

To optimize each page for SEO, I followed these steps, aligning with the recommendations gathered from the Beanstalk report:

- Updated blog post titles and URLs to optimize relevancy for searches
- Added or updated keywords and keyword synonyms for each page to the Yoast SEO plugin to analyze the page and focus on relevance.
- Added or updated meta titles, meta descriptions, and image alt tags on each page. Many pages needed meta descriptions and image alt tags added since there was no initial SEO setup when the website was being developed.
- Rewrote content as needed to remove as much passive voice as possible, improve usage of the page's keywords, and ultimately improve readability.

With the website optimized for SEO, organic traffic began seeing an average 47% lift year-over-year. Beanstalk's report also recommended brand-defensive Google Ad campaigns. I budgeted, set up, and executed Google Ad brand defense campaigns for both Counsilman-Hunsaker and HydroApps' sites, resulting in an average of 10,000 impressions every month driving new traffic to the site.

AT A GLANCE

ROLE

- Digital Marketing

SKILLS

- Search Engine Optimization
- Google Ads & Ad Budget
- Google Analytics
- Pay-per-click (PPC)
- Website Administration
- Data Analysis & Reporting

DATES

- July 2020 - July 2023



MATT BALL

Marketing Professional

Highly adaptable, data-driven marketing professional with over 15 years of business experience and 7+ years in digital marketing and engagement strategy and marketing technology management.