



# CASE STUDY

FUEL  
YOUR  
MARKETING



CenturyLink®

## Company Overview

CenturyLink is a global communications, hosting, cloud and IT services company enabling millions of customers to transform their businesses and their lives through innovative technology solutions. CenturyLink offers network and data systems management, Big Data analytics and IT consulting, and operates more than 55 data centers in North America, Europe and Asia. The company provides broadband, voice, video, data and managed services over a robust 250,000-route-mile U.S. fiber network and a 300,000-route-mile international transport network.

CenturyLink is a hands-on solutions partner that brings together the right people, industry best practices, comprehensive network and IT services for your business challenges.







# Case Study

## Challenges & Requirements

We joined hands with CenturyLink in 2016. We scrutinized and addressed all the challenges and decided to work on each of the problems precisely and tactfully.

### Some of the problems were:

-  Keywords positioning was low.
-  The lack of branding and SEO activities on the website was another thing to work on.
-  The frequency of syndicating content was low on the website.
-  They weren't running paid ads hence missing out on referral backlinks and conversions.

Once we had discussed all the problems, our client charted out the priorities, so we knew where to begin from and how to go about, addressing all the challenges.

The client was more focused on Organic SEO and Google Ads. Due to these issues, the overall visibility, organic ranking and traffic was majorly affected and CenturyLink needed a solution to overcome these affects.



# Case Study

## Solution

Accepting these challenges, we executed our technical and non-technical SEO practices which resolved various issues present within the website and it was now ready to compete.

We also started organic SEO which includes on page and off-page activities to get more referral backlinks and conversions.

Through paid ads, we received quality business leads. Our solutions turned out to be a win for the project. Check out the results to understand the effect.

A content marketing plan was created in order to ensure that the visitors get relevant information and engaging content. This also gave us an opportunity to improve the internal linking quality of the website.

Since the inception, CenturyLink's blog section has been fueled with the content that their audience finds valuable and so do the search engines as this gave us an opportunity to improve the internal linking quality of the website.

Lead generation was the most important area of focus and with relevant content, organic rankings and targeted paid ads on Google, CenturyLink has now grown into a very successful business and the overall ROI has been huge. We have some numbers from the past years to showcase the progress achieved.

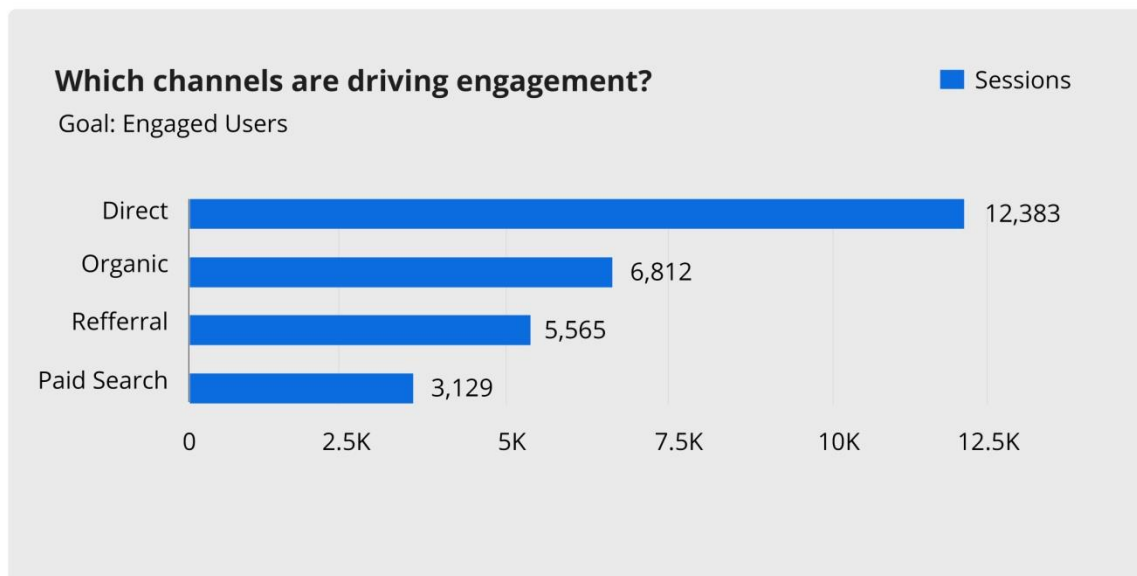


# Case Study

## Result

- 📈 The website showed immense improvement and it now ranks in TOP 10 - 15 keywords for highly competitive local keywords.
- 📈 Our actions have drawn about 84.4% of new traffic on the website in the last 6 months.
- 📈 The overall keyword ranking has improved, enabling more traffic and visibility.
- 📈 With team effort and a cumulative of all activities that we implemented, we were able to push this project to a better position.

## ACQUISITION OVERVIEW





# Case Study

Each channel of engagement plays a crucial role in driving leads. As it can be seen, direct search topped the list by getting the maximum traffic. We, therefore, stress a lot on maintaining a well-developed and appealing website.

After analyzing all the mediums of engagement, we believe it is mandatory to have a digital marketing team on board.

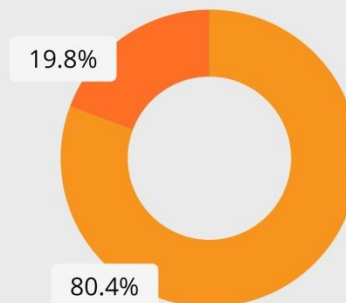
The numbers are overwhelming and we take pride in the work that we have put in and the results we have received for CenturyLink.

## AUDIENCE OVERVIEW



### OVER ALL VISITORS

- New Visitor
- Returning Visitor



All our actions are driven by our target audience. As per the audience overview, we crossed over fifty thousand page views and the new visitor's percent stands at 80.37%

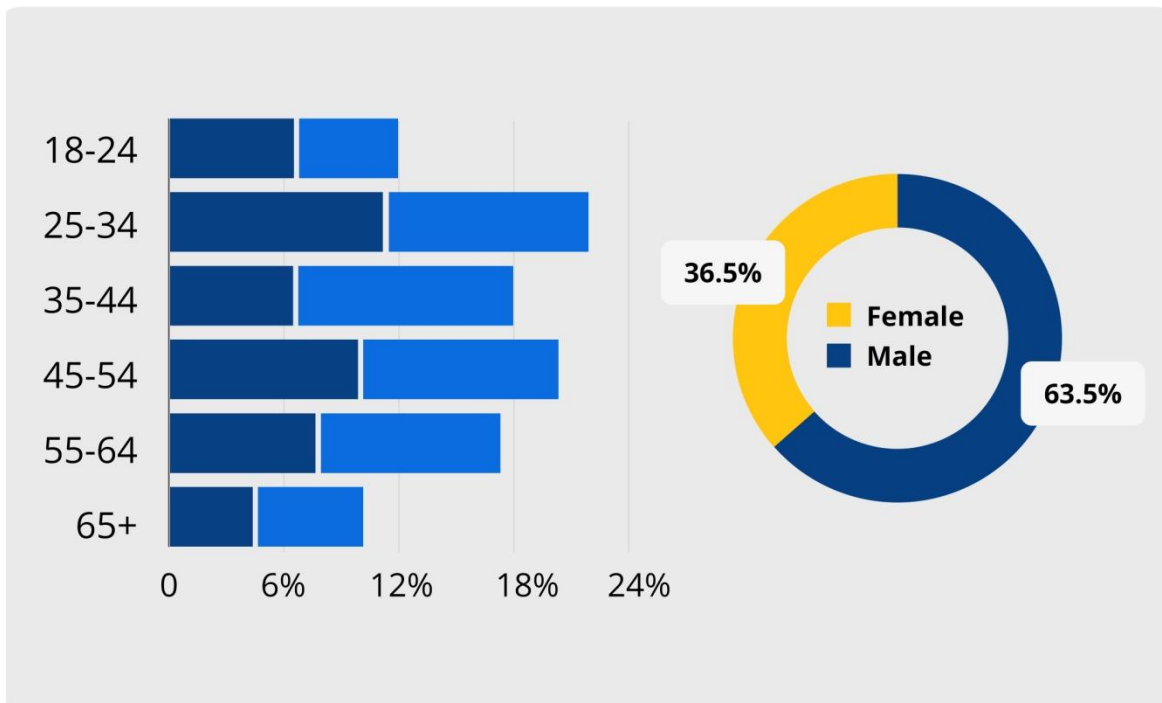
We received huge traffic with sessions standing at 32,551 in total. Over fourteen thousand out of the total sessions came from Canada alone.



# Case Study

New visitors are a sign of potential leads coming your way. A well developed and great looking website plays one of the most important roles in engaging a new visitor.

## Engagement by Age & Gender



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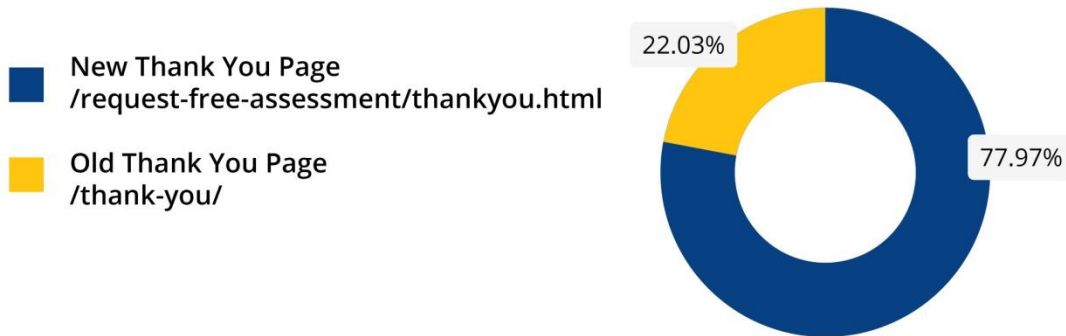
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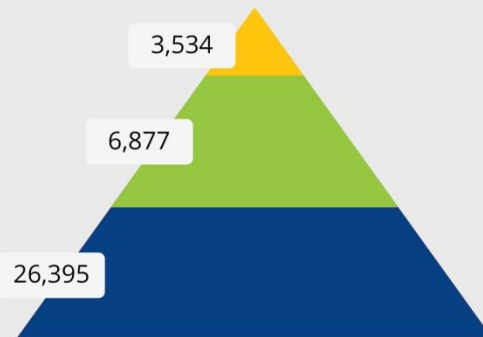
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## GOAL CONVERSION



## DEVICE OVERVIEW

- Desktop
- Mobile
- Tablet



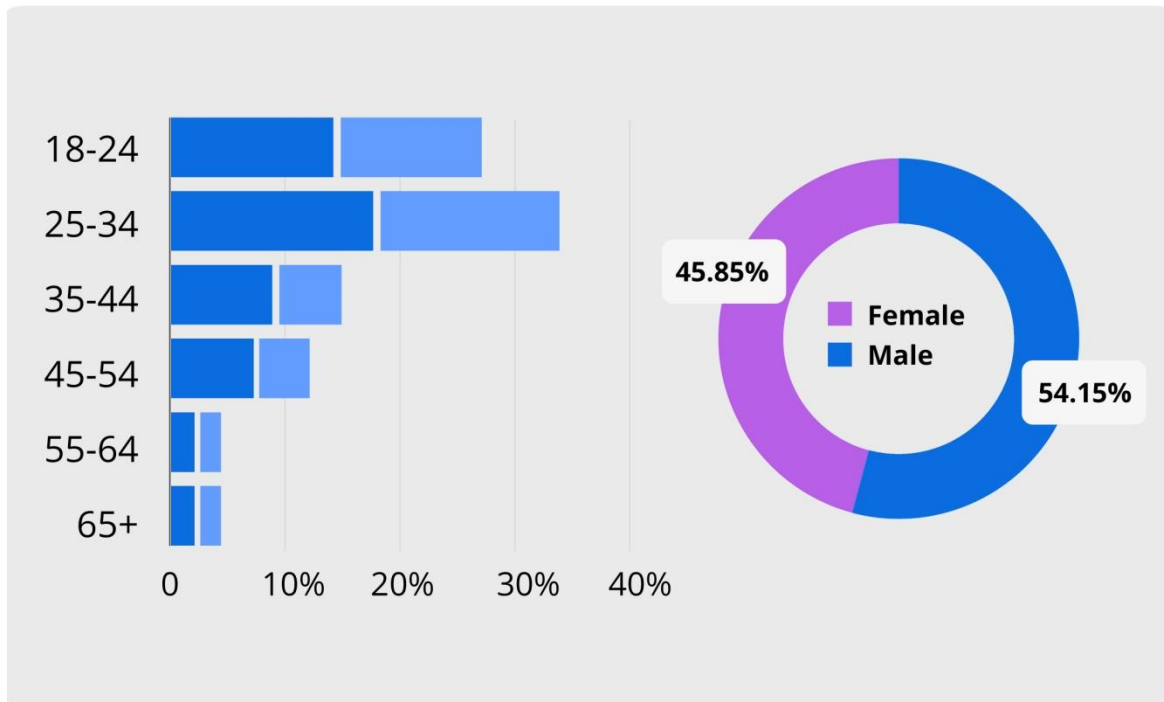
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## Engagement by Age & Gender



Our target audience is decided based on multiple factors involved. Each person has individual characteristics and can be hard to please. Our strategies are based on uncovering these identities and trying to resonate with each of the personas we create.

The results have worked impeccably as we not just decoded our target audience but also applied methods to turn them into visitors and eventually leads.