

Boosting Online Traffic and Lead Generation

HIGH-QUALITY ANALYTICAL TESTING SERVICES FOR THE CMC PARAMETERS INVOLVED IN DRUG DEVELOPMENT AND TESTING



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Faced with the challenges of lackluster results from their former SEO agency, Boston Analytical enlisted the expertise of Straight North to optimize their digital presence to amplify online traffic and generate more leads.

Straight North collaborated closely with Boston Analytical, employing a comprehensive approach to address their needs. Together, they conducted meticulous keyword research, mapped target pages to relevant keywords, and bolstered back-link profiles. Technical elements were thoroughly reviewed, existing pages were optimized, and new pages were created — all aimed at enhancing performance and search rankings.

The new strategy yielded substantial benefits for Boston Analytical. Within the first six months, positive outcomes emerged, highlighting the effectiveness of the revised approach. Notably, the collaboration resulted in a significant increase in leads generated through organic traffic. This provided Boston Analytical with a competitive edge in their industry, enabling them to attract and engage more potential customers.

Year over year, significant improvements were evident, with a noteworthy 29% increase in SEO leads and a 6% rise in organic traffic. More recently, Q1 of this year outperformed Q1 of the previous year, highlighting an impressive 85% surge in SEO leads and a 26% boost in organic traffic.

Since the partnership began, the cumulative impact of Straight North’s strategies became transformative. A remarkable 664% increase in SEO leads, from 14 to 107, exemplified the efficacy of

Q1 YEAR-OVER-YEAR RESULTS

- ▶ Organic traffic up **85%**
- ▶ Organic leads up **26%**

the innovative approach. Furthermore, organic traffic witnessed a commendable 37% growth during the same period, solidifying Boston Analytical's market position.

Through their collaboration, Straight North and Boston Analytical developed and executed a targeted SEO strategy, yielding significant enhancements in online traffic and lead generation. The exceptional growth in SEO leads and organic traffic attests to the effectiveness of this partnership, highlighting the profound impact expert collaboration can have on digital success.

