



# SEARCH ENGINE OPTIMIZATION

## Redefine your organic traffic

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Having a sound organic search strategy is crucial to the success of your business. It can work on your behalf to deliver your site to interested prospects at the right time, while keeping your costs low. Optimizing your SEO approach is a crucial component of effectively and efficiently delivering qualified prospects to your site, and requires a proven, comprehensive approach.

Cardinal Path is an award-winning marketing analytics and optimization consulting firm which has helped some of the world's most recognized brands to get found, engage visitors, and monetize their search efforts. We also offer automated, standardized reporting to assist our clients who may lack the time, specialized resources and know-how to optimize the value of online inventory.

### Questions to consider when assessing your current SEO strategy:

- Do my marketing analytics help achieve business KPIs? More importantly, do they give indications of what works and what doesn't work in driving meaningful traffic?
- How valuable is the share of visitors to my site? How does social media impact my search visibility? How are consumers visiting your sites and what are they doing when they're there?
- Are search engines able to readily crawl and index your site? Is the content resonating with searchers? How can we improve and maximize our content marketing efforts?

# Dynamic Template Reports YOY, MOM, WOW:

Sample of key metrics provided:

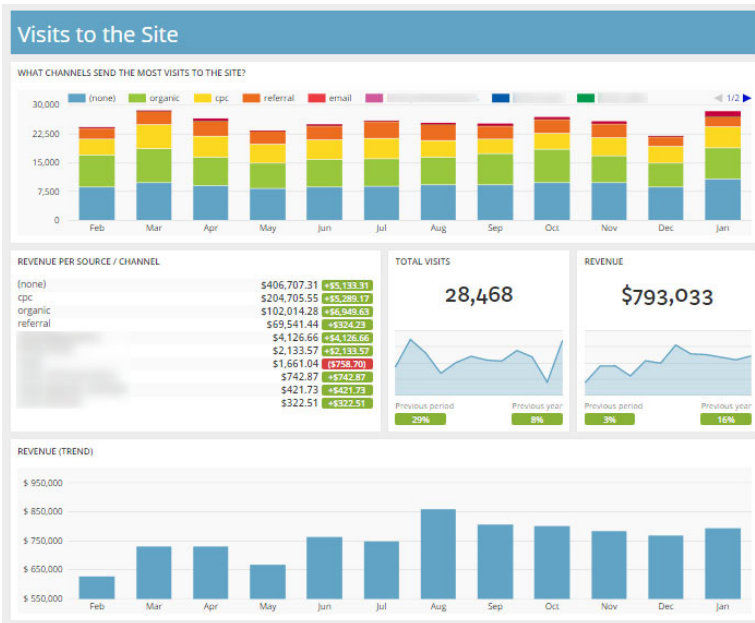
- » Search Share
- » Organic Impressions
- » Organic Clicks
- » Average Organic Rank
- » Organic CTR
- » Conversion Metrics
- » Conversion Values

Sample of key dimensions provided:

- » Medium
- » Source
- » Goal Completion Dimensions
- » Events
- » Device type
- » Internal search

## Partnering with the industry's top data, reporting and visualization vendors

Cardinal Path partners with some of the world's most innovative data and visualization tool providers, including Google Analytics, Coremetrics, Klipfolio, Tableau, Google Data Studio and many more. Offerings from vendors such as these provide the ability for templated business reports and dashboards that combine power and flexibility to bring your organic marketing efforts together so you can capture better, more insight-driven business KPIs and make marketing analytics available across you or your organization.



## Get started!

Cardinal Path will empower you with a custom SEO solution that draws on the unique strengths of your organization.

We'll show you how. Contact us today:

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Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.