

# The Challenge

Consensus is dedicated to helping small to mid-sized companies streamline all business processes through powerful IT solutions, was not only looking to increase their presence and visibility online, but also to bring in a set amount of highly targeted, quality leads to increase sales from their online marketing efforts.

“Thank you for helping us get more leads and increase sales from the website!”

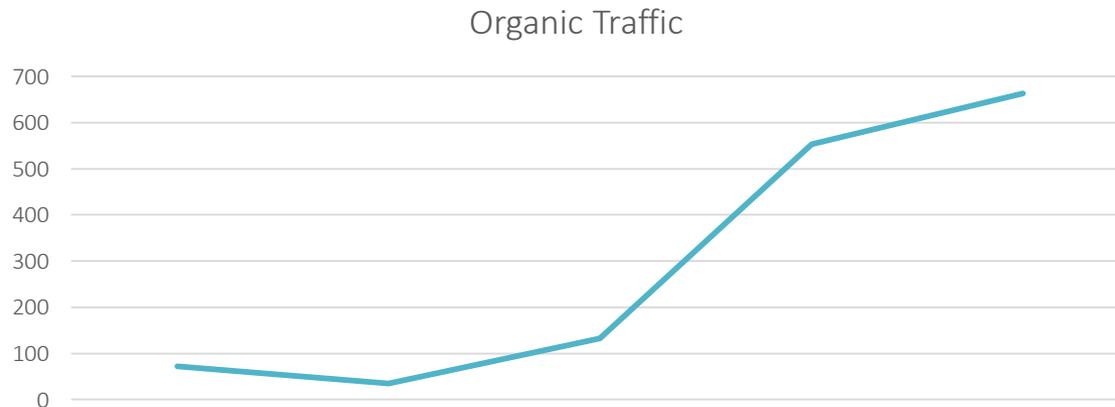
- Clara Custodio Marketing Manager, Consensus

# Organic Leads - The Solution

The team at CXGlobals worked with Consensus during six months to create and implement a Search Engine Optimization (SEO) and a Conversion Rate Optimization (CRO) plan to help them achieve the company's two main online marketing objectives: increase their presence and visibility online to get more traffic to the website and then convert these website's visitors into more leads to increase sales.

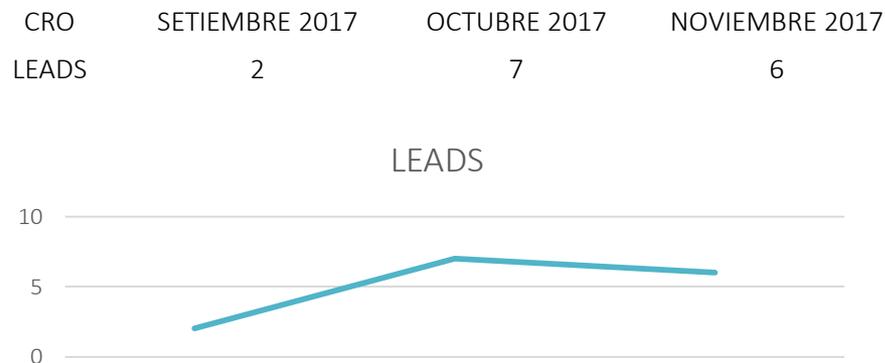
By the end of the program, CXGlobals was able to help Consensus to get 600% more traffic to the website:

SEO	JULY 2017	AUGUST 2017	SEPTEMBER 2017	OCTOBER 2017	NOVEMBER 2017
Organic Traffic	72	35	133	553	663



# Conversion Rates - The Solution

CXGlobals implemented a Conversion Rate Optimization (CRO) plan focused on improving the website’s usability, persuasive architecture and overall trustworthiness with CRO techniques such as the improvement of the website’s download speed for better usability, an alternative navigation to let the visitors go directly to similar pages and keep them on the website. The CRO plan also included the implementation of the 404 Error page to let the visitors keep browsing the website if a page is broken or missing. It also included the implementation of a search box to let the visitors find the information they want quickly and easily. The plan also included the implementation of a “thank-you” page to be able to track the website’s contact forms in Google Analytics. CXGlobals also helped Consensus to improve their Unique Value Proposition (UVP) and make it visible on the home page. The content structure of the most relevant internal pages was also optimized to improve each page’s conversion and effectiveness.



# The Audience

Consensus' target audience is Company owners, General Managers, Partners, Administrative Managers, CFO's and IT Managers.

- **Industry:** Information Technology, SMBs
- **Titles:** IT Directors & Directors of Finance and above, CEO's, general and administrative managers, C-levels such as CTO, CIO and COO, CFO
- **Title Level:** Directors+ in IT and Finance, CEO, COO, CFO, CIO
- **Geography:** Latin America and North America

# The Process

The process started by doing a complete study of the website in terms of SEO and CRO to improve the website's lead generation and conversion capabilities. A custom SEO and CRO plans were built based on improvement opportunities, as well as the company's target audience and marketing objectives. The SEO phase started by implementing some technical SEO improvements: site speed optimization, canonical redirect, 404 Error page and new Meta tags for each page to improve their positioning and visibility in search engines.

CXGlobals also helped them to create tracking pages to be able to track contact forms (leads) and calls to action within the website; Consensus is currently able to measure how many leads do they get from the website. CXGlobals also helped them to improve the navigation and overall user experience through the implementation of conversion techniques such as the inclusion of an alternative navigation, inclusion of search boxes, improve content structure of internal pages, inclusion of a tracking code on each page, creation of the website's privacy policy and the inclusion of some elements of trust like rewards, associations, certifications, etc.