



## Case Study #1 Website Rebuild for Increased SEO

### The Problem: Outdated Website

A long-term **corecubed** client was struggling with a stale website. Not only was it visually outdated with a clunky layout, there were also out-of-date plugins, a mediocre mobile responsive format, and a host of other issues causing overall poor performance and costing them both traffic and revenue.

### The Solution: A New WordPress Site Built for Results

With specific expertise in consumers searching for care services, **corecubed**'s web development experts created a new website with an improved user experience. The new site, built with Google visibility in mind, is easier and faster to navigate and includes advanced tracking measures for the most accurate performance metrics. The website redesign ensures that the agency can maximize SEO strategies to land them at the top of search results and position them for growth in the market.

### The Results: An Increase in Qualified Traffic and Conversions

In the 6-month period after the launch of the client's new website, the following results were achieved:

- **Performance in Organic Search Results**

**Impressions 582%**

**Clicks 497%**

- **Website Traffic from Organic Search**

**32% Sessions**

**45% New Users**

**47% Accounted for Majority of Traffic**

- **Conversions**

**Contact Form Submissions 209%**