

## Case Study #3 Reinstating Services

### The Problem: Failure to Grasp the Benefits of SEO

A long-term client discontinued SEO services with **corecubed** and decided to try another provider who over-promised and under-delivered. With the new provider, the agency not only saw a decline in traffic but also in overall website visibility. After several months with unimpressive results, the client returned to **corecubed** to reinstate SEO services.

### The Solution: Full Steam Ahead

**corecubed** offers a high level of expertise in both digital marketing and the home care and senior care industries; an unbeatable combination. In the 6-month period following reinstatement of SEO services, using improved website performance tracking and an advanced SEO strategy, the client was delighted with the following results.

- Traffic from organic search increased during first 6 months back with **corecubed** **383%**
- Overall traffic increased during that same time period **166%**
- Advanced conversion tracking was implemented