

Case Study

Agile attracts more nationwide prospects with original content and SEO services from Augmental

Agile outgrew its identity as a regional business, but its online presence didn't reflect its new national audience. The company was able to overhaul its search engine optimization strategy -- and attract more website visits -- with help from Augmental.



98%

increase in visits from Google

252%

more views from likely prospects who came from Google

75%

growth in "Contact" page views by visitors from Google

Transformation from a local provider to a nationwide business

[Agile, a GEE Group Company \("GEE Group"\)](#), is an innovative IT staffing and consulting firm. During its early years, the agency primarily served businesses in the southeastern United States, where the company had been founded.

Over time, Agile developed a nationwide network of relationships with employers and jobseekers. It opened offices throughout the country, and its identity shifted from that of a regional provider to one with coast-to-coast capabilities.

Aligning the new direction with earlier marketing strategies

Agile had invested in search engine optimization at the time it was targeting a regional audience. Augmental had supported Agile with projects including:

- Search engine optimized web copy.
- Resource articles targeting keywords and key topics.
- A restructuring of the website's architecture.
- Technical SEO to remove broken pages and unnecessary redirects.

When Agile decided to pivot from a regional focus to a nationwide brand, updating the website became a priority. However, it also came with some risk. Nationwide SEO could prove more competitive than regional SEO, and that might lead fewer visitors to Agile's website. The transition required careful management and proper strategy.

New content and best practices in SEO

Agile engaged Augmental to direct this new approach. To begin the process, Augmental reviewed the existing site and analytics. It also performed extensive keyword research. Augmental presented its findings to Agile along with recommendations for nationwide SEO.

With Agile's approval, Augmental then:

- Updated the site's architecture with a general contact page and individual office pages.
- Edited existing website copy and internal links to reflect a nationwide identity.
- Conducted interviews and wrote local landing pages to improve visibility for each office.
- Produced optimized articles as part of its content marketing services for Agile.

Year-over-year growth in visits and page views

To evaluate how effective an SEO campaign is, one can look at website traffic sent by Google. Augmental took a five-month period before the project and compared it against the same period one year later. It found that traffic from Google led to:

- 98% more website visits.
- 252% more views of the "For Employers" webpage. This is the page most associated with Agile's prospective clients.
- 75% more views of the "Contact" page, where prospects could email / call the company.

"Augmental has supported us with content creation, site strategy, and search engine optimization. It's helped us transition from a regional provider to a nationwide brand. Augmental's work in SEO has delivered thousands of visits and thousands in client revenue, and the content it has produced has established us as authorities in the field."

Matthew Marini
President, Agile