Case Study

Driving Search Engine-Powered Visibility

THE CHALLENGE

An advertising technology company with a smart inventory exchange didn't have the in-house expertise to maximize search engine traffic, so they turned to SalientMG's SEO Audit.

THE SOLUTION

In four weeks, SalientMG:

- Analyzed 193 SEO elements
- Built a remediation plan with over three dozen strategic and tactical recommendations, prioritized by business impact
- Developed a strategy to own new keywords and maximize exposure for new product launches

THE RESULTS

Immediate optimizations for **14** keywords

Discovered Google mobile page speed was **5x** longer than industry standard

Created an optimization strategy for **12** shared keywords with top competitor

SalientMG