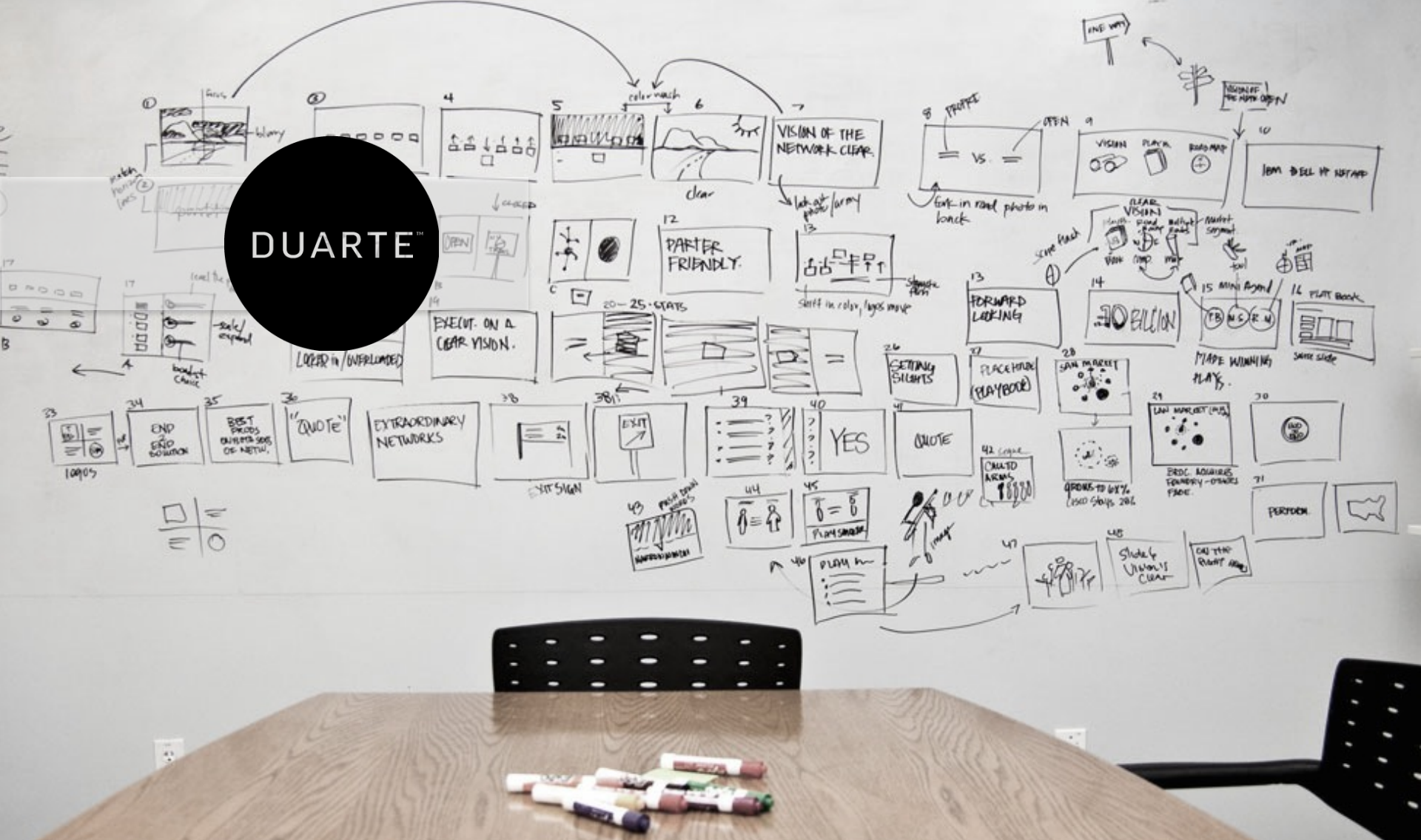


DUARTE™

Catch Marketing Services
CASE STUDY

How Duarte increased non-brand traffic
by 63% with Catch SEO Consulting



Duarte

- ▶ Duarte creates presentations and offers training based on their unique VisualStory methodology, applying storytelling and visual thinking to craft persuasive communications designed to shift beliefs and behavior.
- ▶ Almost half the top 50 brands rely on Duarte to help convey their story.



Nancy Duarte
Founder of Duarte

Learn More about Duarte
www.duarte.com

Goals

Establish SEO initiatives that would **drive non-branded SEO visitors to duarte.com**

Obstacles

Technical ability to repurpose existing content to rank for target keyword list.

Results

63% increase in non-brand visitors 90% are new visitors vs. site average of 65% new visitors

As a leader in the space of persuasive presentations, Duarte has worked with some of the nations top brands to help them communicate effectively. Duarte also worked on the presentation that became the basis for Al Gore's Academy Award winning documentary *An Inconvenient Truth* and is responsible for working with *TED Talks*, to improve the quality of their presentations.

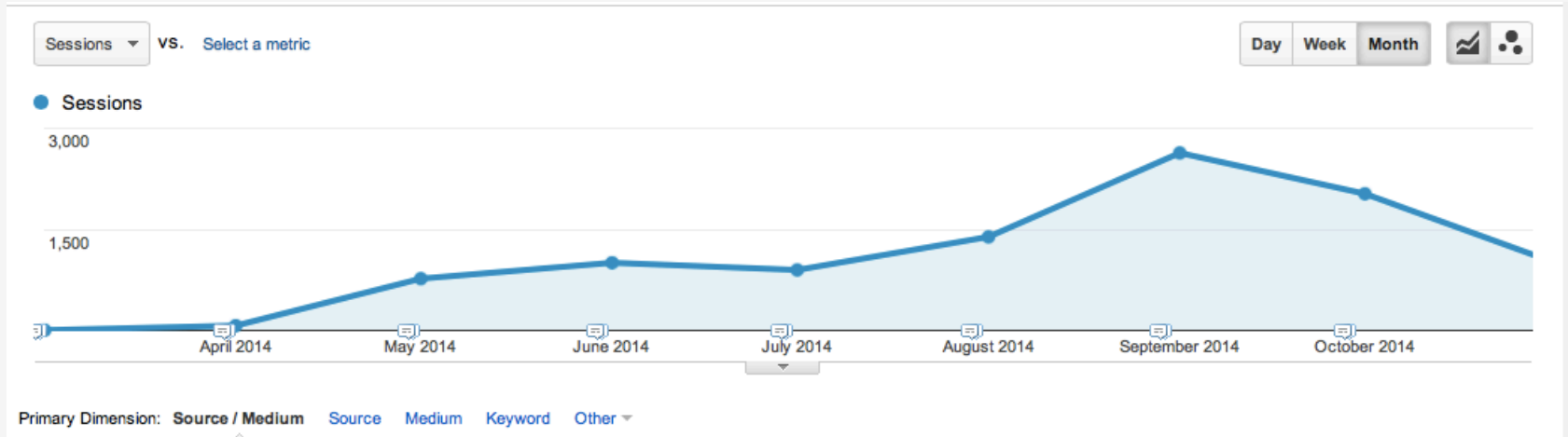
Before working with 'Catch', most of Duarte's organic traffic came from branded keywords. Top SEO keywords were *Duarte*, *Slide:ology*, *Slidedocs*, *Resonate*, *Nancy Duarte*, all keywords directly tied to the brand. With the overall 'SEO health' of a website measured in the quality and quantity of non-brand keyword rankings and visitors, Duarte had room for improvement. Most unbranded keyword traffic came via searches for subjects used to illustrate Duarte's methods, not keywords related to the methods or the challenges the methods addressed.

To increase traffic from non-brand keywords, 'Catch' created and published over 400 SEO Article Landing Pages created from repurposed existing content, marketing collateral, and the Duarte Blog. We married Duarte content with the targeted keyword list, working the keywords into the SEO Articles in areas of each page that search engines would look to find relevant search terms.

This initiative led to a 63% increase in visitors from non-brand keywords, and an increase in the number of keywords related to the methods Duarte uses, and challenges addressed by Duarte's methods. Over 90% of the new visitors were new visitors vs. a site average of 65% new visitors. Before our work, only four of the top twenty non brand SEO keywords were on Duarte's target list, afterwards, thirteen of the top twenty non-brand keywords were from Duarte's target list.



Traffic from SEO Article Pages



Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions	
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Studio Click Revenue (info@duarte.com) (Goal 1 Conversion Rate)	Studio Click Revenue (info@duarte.com) (Goal 1 Completions)
SEO Pages Traffic	9,799 % of Total: 1.78% (549,844)	91.04% Site Avg: 64.18% (41.86%)	8,921 % of Total: 2.53% (352,872)	86.06% Site Avg: 58.24% (47.76%)	1.44 Site Avg: 3.24 (-55.54%)	00:00:48 Site Avg: 00:02:51 (-72.04%)	0.04% Site Avg: 0.12% (-64.65%)	4 % of Total: 0.63% (635)



Top 20 non-brand Keywords before SEO Article pages

1. clip art
2. I have a dream speech analysis
3. Freytag's pyramid
4. clip art pictures
5. ted talk format
6. Martha graham lamentation
7. clip arts
8. Martin Luther king I have a dream speech analysis
9. presentation design
10. Martin Luther King speech analysis
11. MLK speech analysis
12. detective clipart
13. dramatic structure
14. Lamentation Martha Graham
15. great persuasive speeches
16. Angelina Jolie persuasive speech
17. diagrams
18. how to not stutter when presenting
19. Lamentation Martha Graham analysis
20. clip art images

Top 20 non-brand Keywords after SEO Article pages

1. presentation ideas (Google Rank 25)
2. clip art
3. creative presentation ideas (12)
4. learning styles
5. cool presentation ideas (11)
6. audience persona slide (1)
7. ted talk format (3)
8. I have a dream speech analysis
9. famous persuasive speeches (6)
10. pumpkin
11. pumpkin clip art
12. creative presentation (13)
13. Angelina Jolie speech transcript
14. famous persuasive speech (6)
15. how to stop stuttering when nervous
16. presentation design (1)
17. Presenting to executives (1)
18. Simple presentations (14)
19. persuasive presentations (9)
20. how to prepare for TED talk (5)

orange keyword = on Duarte's target keyword list

