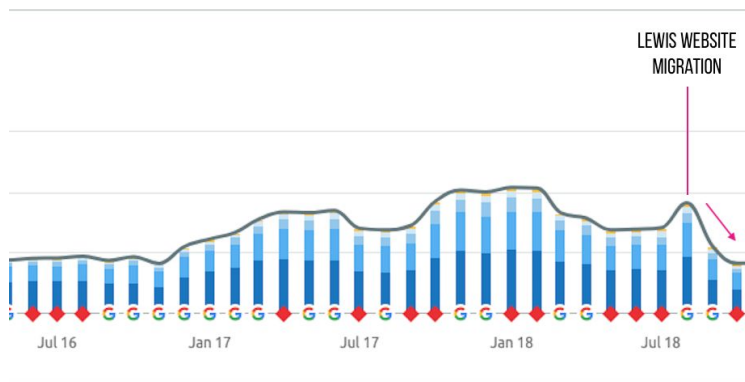# LEWIS

How a global marketing agency doubled its keyword rankings in 9 months using MarketMuse.

LEWIS ✦ MarketMuse

LEWIS is a global, full-service PR, marketing and digital advertising agency built to help and inspire brands to grow.

LEWIS   MarketMuse

The **Challenge**

In August of 2018, LEWIS conducted a website migration onto a new CMS. While the new site gave LEWIS' brand a much-needed facelift, the agency noticed a dramatic impact on SEO. As LEWIS continued to lose rankings, it also saw a decrease in inbounds. It was evident that LEWIS needed to revisit its SEO strategy to gain back rankings.

LEWIS WEBSITE MIGRATION

Jul 16   Jan 17   Jul 17   Jan 18   Jul 18

In addition to rebuilding LEWIS' keyword rankings, the agency needed a strategy to better unify SEO on a global corporate marketing scale. With 26 international offices around the world, defining a clear process, as well as team collaboration, were integral.

LEWIS   ✦ MarketMuse

The Objective

- Regain the rankings lost after the website migration

- Expand rankings to LEWIS' service pages by optimizing content

- Optimize new LEWIS blogs by putting analytics at the forefront

LEWIS   MarketMuse

The Method

LEWIS evolved its content strategy to take on a more strategic approach. The strategy was twofold: keyword mapping and content optimization. First, LEWIS used Google's Keyword Planner to conduct keyword mapping for all existing pages. Second, after selecting target keywords for all pages, LEWIS used MarketMuse's "Optimize" tool to add supporting keywords to blogs starting to gain keyword ranking traction.

Next, LEWIS optimized existing content that was ranking on page two of Google. The goal was to add value to existing content, with the help of supporting keywords, and increase rankings to appear on page one. Lastly, LEWIS optimized any new content added to any page across LEWIS' site.

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The **Results**

LEWIS implemented its new SEO strategy starting in April of 2019. The result:

- 30% increase in top one through three (1-3) rankings on page one

- 68% increase in positions four through ten (4-10) rankings

- 55% increase in overall page one rankings (1-10)

LEWIS   ✦ MarketMuse

	Apr 2019		Jan 2020	
Top 3	63		Top 3	82
4-10	114		4-10	192
11-20	181		11-20	335
21-50	704		21-50	1,377
51-100	1,070		51-100	2,229
Total	2,132		Total	4,215

Organic Keywords Trend *i*

Top 3   4-10   11-20   21-50   51-100   Total   ◆ Notes ▾

1M   6M   1Y   2Y   All time

Database growth

6K
4K
2K
0

Mar 18   May 18   Jul 18   Sep 18   Nov 18   Jan 19   Mar 19   May 19   Jul 19   Sep 19   Nov 19   Jan 20

AUGUST 2018
REDESIGN LAUNCH

APRIL 2019 OPTIMIZATIONS
USING MARKETMUSE

LEWIS   ✨ MarketMuse

LEWIS saw significant movement in search results after implementing on-page optimizations to multiple blogs. Let's look at LEWIS' recent blog, **The Ultimate Guide to Social Media Targeting**, as an example. The keyword, "social media targeting," was ranking high on page two of Google and bouncing on and off page one. To solidify page one rankings, LEWIS ran the blog article through MarketMuse and optimized the copy against the target keyword, "social media targeting."

After implementing the optimizations, LEWIS saw a significant jump from position 17 to page one in position five.

social media targeting

OPTIMIZATIONS IMPLEMENTED

5: https://www.teamlewis....o-social-media-targeting/

| 5 | | | | | | |

Nov 13, 2019 — Nov 25, 2019 — Dec 04, 2019 — Dec 17, 2019 — Dec 25, 2019 — Jan 08, 2020 — Jan 22, 2020

LEWIS ✦ MarketMuse
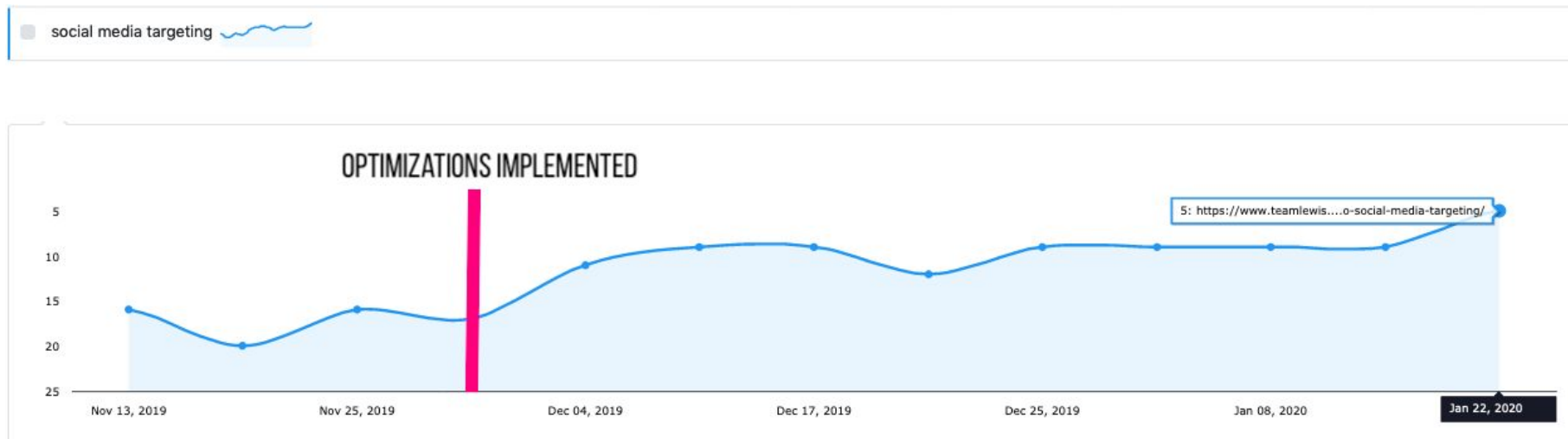
"MarketMuse is our secret weapon when it comes to our on-page optimizations. Ever since Google took away organic keyword data in analytics, SEO can feel like a shot in the dark. MarketMuse turns on the SEO lights. Backed by AI technology, we confidently make data-driven optimizations that deliver results."

- Nicole Grodesky, Director of SEO, LEWIS

"There are so many tools in this space to choose from and MarketMuse is clearly best in its class. The platform helped us jumpstart our SEO-driven content strategy following a website refresh and we haven't looked back since. Our results plus the simple, straightforward user experience and amazing customer success support will keep us coming back."

- Shazia Amin, Director of Marketing, LEWIS