How we Helped Prisync Rank for Top Converting Keywords in a Crowded Market.

Industry: E-commerce SaaS
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Their Challenge

They were battling in a crowded market with 8 competitors with a strong foothold of the customer base. Their issue was creating the type of content that ranked on Google and generated leads for their business. They wanted to become the de-facto resource for all things e-commerce pricing.

They struggled with the following:

How to use content to generate leads?
How to differentiate their business or product in the mind of the customers?
How to create relevant and engaging content that causes people to want to become a customer?

Our solution

We analyzed their current content to find that most of it was generic and as a result, didn’t make any noise on the internet.
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We mapped out what their competitor were currently doing, and compared this to what their customers wanted. Armed with this information, we were able to create the type of content their customers wanted that their competitors hadn’t thought about.

The results

Over the course of 6 months, we worked to improve the content on the site making it more relevant to what their customers desired.
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You’ll see the traffic increased from 55 sessions to 624.

An increase of 1034%
As a result of the data-backed content we’ve produced, we’ve been able to rank the site for a number of top keywords.

For more information or to see how we could help your business, contact hello@copyandcheck.com