

Category:

SEO

Content Marketing



Established In: 1991

Background: Vates offers custom software and IT solutions for top clients like HP, McAfee, Verizon, and Citibank.

Pain Point: A need to drive relevant traffic and rank on search engines

The CDP Strategy: SEO marketing campaign with Google My Business, community outreach, and more.

RESULTS

650%

Increase In Top 3
SERP Rankings

2,700%

Increase In
Conversion Rate

YEAR	TOP 3 SERP RANKINGS	ORGANIC TRAFFIC	CONVERSIONS
2022	2	14	0.01%
2023	15	9252	0.28%

