

# Using Our Own Product to Achieve SEO Success

## LEARNING TO LEAD BY EXAMPLE

In 2022, Abstrakt Marketing Group started an ambitious journey to reach \$100M in revenue by 2025. Because at Abstrakt, we believe that the true measure of success is in the results we achieve for ourselves and our partners. That's why we set lofty goals!

We already had a website, landing pages, and a partner portal, but we realized we would get more value from using our own internal processes and best practices. So to meet our goal, we decided to elevate our digital presence.

