

## 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.





## MEETING AMBITIOUS GOALS THROUGH WEBSITE OPTIMIZATION

If we wanted to hit our \$100M goal, we needed to optimize our website's coding, copy, and design. We had to revamp our site's SEO and UX performance, and we also had to align our efforts with our revenue target.

To rise up the search engine rankings, broaden our reach, and give our sales team the foundation they needed to thrive, we needed to fully leverage our Inbound SDR product.