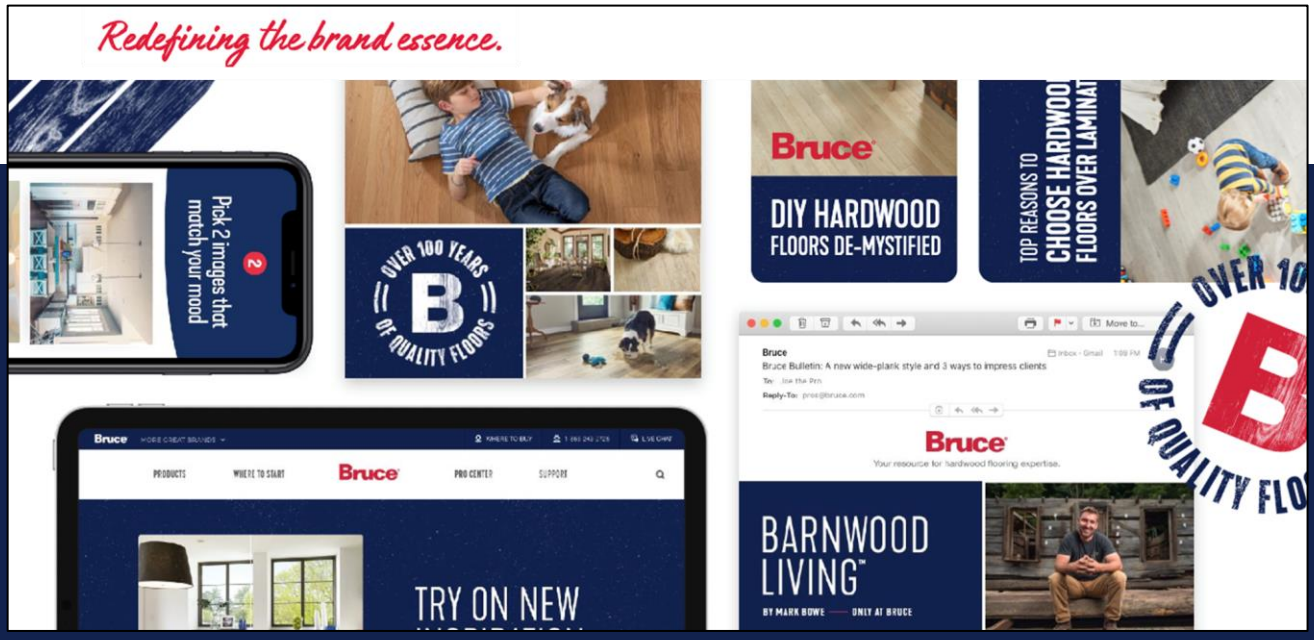
WEBSITE STRATEGY – BRUCE.COM



PROJECT BACKGROUND

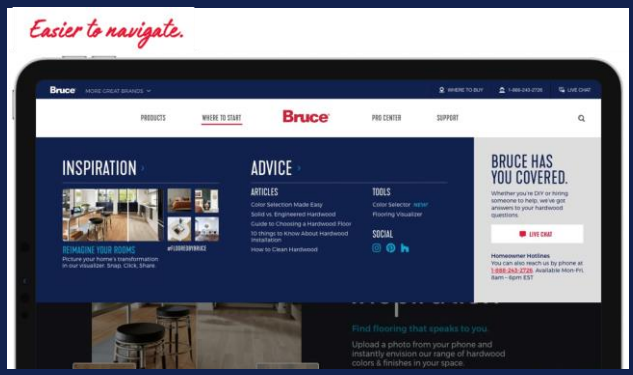
In the past 12 months, the company upgraded its primary brand site to improve SEO, target specific personas & contain more engaging elements.

MY ROLE

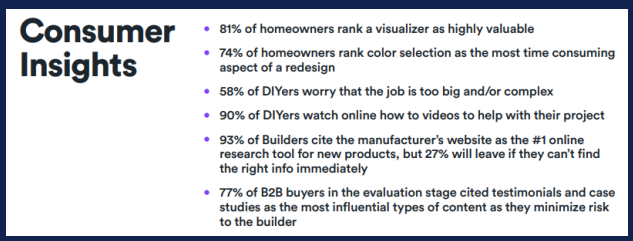
- Develop RFP key elements
- Interview strategic marketing firms to assess digital capabilities & recommend selection
- Provide input to align with key focus areas during assessment process
- Establish trackable KPIs to share results monthly

BUSINESS IMPACT

- Web traffic grew 106% in past 12 months
- 32 Bruce Keywords improved in ranking based on website content work that increased overall site visibility
- New Advice Article content optimization has increased traffic 22%
- Pro Guide usage increased 11% month over month
- Site visibility increased 50.4%







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