

# Digital Agency Delivers Position Zero & 62% Search Traffic Increase

WITH MINTENT'S SEO DATA INSIGHTS



E L E M E N T

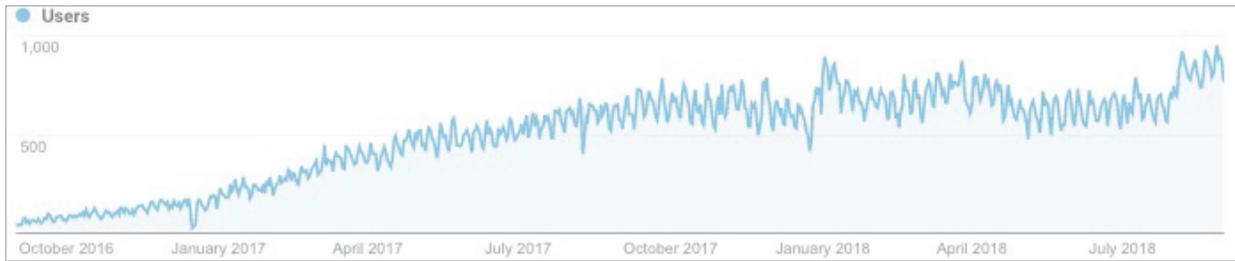
Element is a full-service advertising and web development agency, specializing in creating and managing custom content marketing strategies across paid, earned, shared and owned media channels.

Combining traditional marketing tactics with digital opportunities, the team at Element provides unique solutions to meet the varied needs and goals of their clients. Both creative and methodical, content is core to Element and they use Mintent's SEO software to complement their strategy and integrated marketing programs.

In the case of one of their clients, a water treatment company, Element was challenged with the measurement of brand awareness within the first year in market. The marketing program included the launch of a new website, optimized and targeted to a specific demographic, along with ongoing campaign management to track keywords, competitors and off-site content generated through public and media relations.

The most used features of the Mintent software platform were Top 50 keyword ranking data, keyword research tools and competitive SEO analysis. With Mintent's SEO software, Element accessed insights, keyword trends and search terms of target audiences, in order to optimize the website and increase visibility in the search engine results. The team at Element retrieved data daily and were also able to generate automated, white-label web presence reports to show and compare month-over-month and quarter-over-quarter progress. The SEO platform was easy to use and provided the ability to make changes simply, while tracking all of the integrated marketing campaign components in one place.





The strategic creation of unique and optimized blog content resulted in Google identifying their articles as the best source for answering search queries around several water treatment services. This led to many of the blog articles being featured in Position Zero of Google's search results. Year-over-year data showed from 2017 to 2018, the customer's organic search traffic sessions increased by **62%**.

Based on the positive results, Element has initiated a second year of the marketing program to engage customers and strengthen the company's brand on and off-line. Mintent software continues to be a valuable resource for the agency, saving time on research and reporting, while freeing up more resources for the creation and distribution of content, which is essential to longterm organic optimization and visibility.



*"Mintent is an essential tool in our agency measurement strategies. Being able to track our clients' success is a major part of our content marketing program. This software provides reliable, comparison data to show our clients the value and growth of their integrated marketing programs."*

- Kate Shropshire, Digital Marketing Specialist



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