



Case Study

How Uhuru Helped A Better Answer: Answering Services Achieve 100% Growth in 2020

THE CLIENT:

A Better Answer is an award-winning, bilingual call center and answering service with regional offices in Dallas, Fort Worth, and Houston, Texas. Their business model is built around fielding inbound calls and providing exceptional customer service for small- and medium-sized businesses.

INDUSTRY:

- Answering Service

TYPE:

- B2B

UHURU PROGRAM:

- Business Advantage

CHANNELS:

- Organic



THE PROBLEM:

Before engaging with Uhuru, A Better Answer struggled with generating valuable traffic to their website. One of their biggest challenges was that many competitors had adopted names similar to their business, diluting their existing traffic and creating a hyper-competitive environment in search engines. Additionally, their website was lacking in crucial optimizations to drive new users to the site and generate new business — as a result, they relied heavily on word-of-mouth referrals to find new customers.



THE SOLUTION:

In order to rise above the competition and increase traffic to their website, we implemented a targeted SEO strategy to greatly improve their ranking for high-value keywords and search terms. This included creating highly engaging and authoritative original content that not only improved their search rankings but established their brand as the specialists in their field — further differentiating them from competitors seeking to capitalize on just their name alone.



THE STRATEGY:

With the goal of ranking the site for variations of the intended keyword “answering services,” we created service pages supported by strong, topical keyword clusters in the blog content to clearly categorize the site for search engines.

On Page

Our on-page strategy focused on improving these service pages and creating blog posts with optimized content. These were then internally linked to each other to make it easy for search engines’ crawling software to clearly recognize topical silos on the site.

Here are some examples of the original content we created to help A Better Answer separate themselves from the competition:



Off Page

For off-page efforts, we focused on acquiring niche, high-authority links back to the client's site from reputable publications in order to create relativity and popularity signals that would make search engines boost their rankings.

Goal #1: Increased Traffic

To increase traffic, we optimized the client's site to rank for a more diverse range of keywords relative to their service that had high search volume. We accomplished this by writing custom content that would capture low-competition, high-search-volume keywords. We also focused on through-link building to help boost the rankings of these posts.

Goal #2: Increased Leads

To increase leads, we optimized the client's site to rank for keywords with the highest business value and directed users to pages with targeted copy and offers based on what they had searched. We embedded targeted offers throughout the blogs to capture the traffic we were driving to each of the topical content silos.



THE RESULTS:

By creating engaging and authoritative content as well as a dedicated SEO strategy, we were able to fully deliver on both of the main goals that A Better Answer wanted to achieve. Through our efforts, they were able to see a **100%** year-over-year increase in website traffic, a **35%** increase in page views per session, and an **85%** reduction in bounce rates. This increased website traffic and retention inevitably led to a **120%** increase in leads, generating a huge amount of new business for the company.



CLIENT TESTIMONIALS:

“Since we began our relationship with Uhuru, our business has been changing in a very positive way. We have more exposure and our rankings are going up each and every month. The blogs they write have been very formative, specializing in Customer Service which is our chief goal. While our business caters to a very wide range of clients, Uhuru has helped us focus our marketing efforts on those who best fit our business goals. Very important to us is the quality of our website and the image we project. Uhuru also helped us focus on expanding our mission statement to closer align with the service we actually provide our customers. We are delighted with the success we have achieved and are thankful for all their help.”

Dee Hawkins

CEO

A Better Answer Call Centers



CONCLUSION/WORK WITH US:

Any brand that is struggling with organic search knows how difficult it is to stay ahead of the constantly evolving landscape of search engine optimization. A Better Answer challenged us to generate real, data-driven results for their business, which we were excited to accept. By tapping into our network of industry experts, continuing to experiment, and analyzing results, Uhuru was able to achieve its goals and exceed their expectations.

If your business could benefit from improved search rankings or is struggling with differentiating from competitors, Uhuru has the knowledge and expertise to get your business to where you want it and beyond.

We'd love to brainstorm solutions with you.

CONTACT US TODAY

