

## Pure Investor Sees a 68% Increase in Keywords Ranked in Position One

### BACKGROUND

Pure Investor a B2B company based out of United Kingdom, has always used SEO best practices to optimize their website and remain very user-friendly. Their SEO goal was to anchor down on paid search and increase organic searches and to utilized there resources and the expertise of several team members, including marketing and operational positions, to play important roles in regular optimization.

### THE SOLUTION

Pure Investor used All About IT to check in on data on a weekly basis. They drive simple wins for better optimization. Sarah Clark, Digital Marketing Strategist at Pure Investor, says All About IT acts as a home base for them to come back and reference daily.



Sarah Clark  
Digital Marketing Strategist



Their various team members utilized recommendations and Keyword Research to take advantage of SEO opportunities that led directly back to their goals. Keeping strategy in mind, Pure Investor dove into keyword grouping where they created multiple principal keyword groups to focus on. They understood the importance articles and content to avoid in-house competition. Using those keyword groups, Pure Investor team created unique content that steered them around and away from their existing pages.

## RESULTS

Pure Investor has used All About IT to help guide customers straight to their product pages. Sarah said, "All About IT lets us perform better organically". They kept bounce rate low and time spent on site high with All About IT. At Pure Investor, they write and optimize content their consumers want to read, including educational pieces that elevate Pure Investments as a thought leader in the industry. From the end of their quarter to the end of the second quarter using All About IT, Pure Investor saw a 68% increase in keywords ranked in position one, a 96.9% increase in keywords ranked in position two, and a 99% increase in keywords ranked in position through ten.



All About IT empowers our team to move with speed and confidence. Whether it's identifying content opportunities in Data Cube or optimizing our existing content using ContentIQ, we leverage All About IT daily to inform and enable our SEO strategy. This allows us to ensure we're ranking effectively for both branded and non-branded keywords we want to win on while staying focused on hitting our brand awareness goals throughout the year. Amazing collaboration and we'll continue to work with them.