

Walker Sands Increases Website Traffic by 50% Year over Year with SEO and Content Program



Direct Insite provides a powerful platform for working capital management, accounts payable and accounts receivable processes. The technology facilitates \$160 billion worth of transactions annually between more than 375,000 companies worldwide, including IBM, Siemens, HP and Shell.

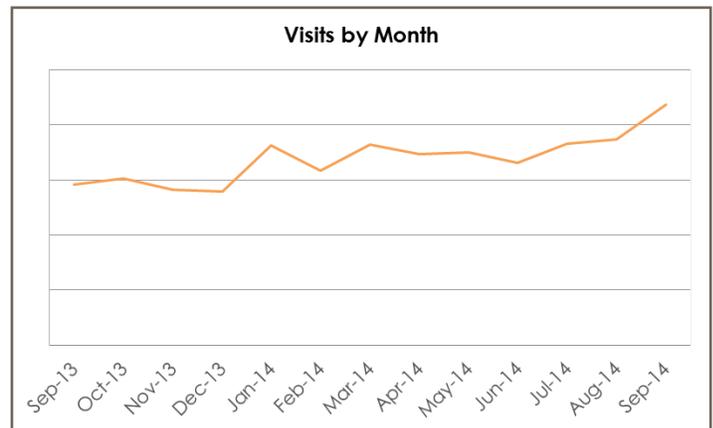
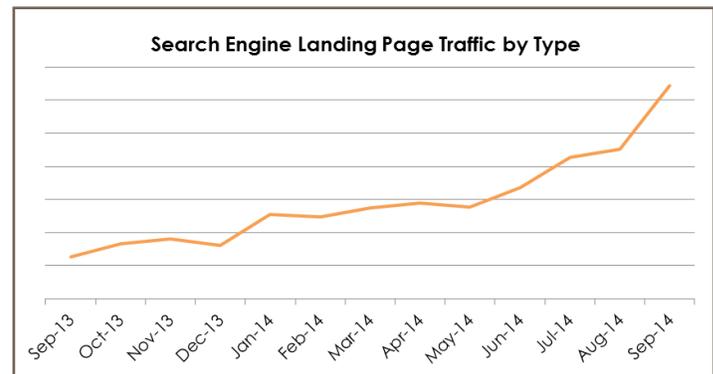
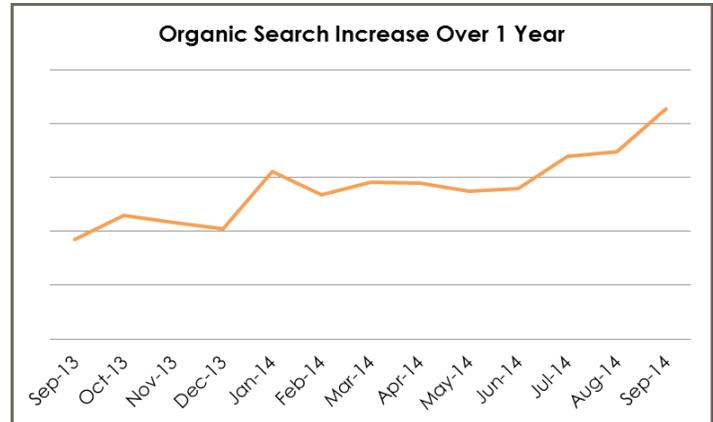
As the flagship component of the platform, PAYBOX is an innovative receivables and payments automation solution combining electronic invoicing, online approvals and adjustments, electronic payments and integration with any legacy accounting, ERP or lockbox system. Banks and corporations use PAYBOX to reduce DSO, lower costs and improve straight-through AR posting.

Program Highlights:

- Total website traffic increased **50%** year over year
- Organic traffic to pages created during the SEO program increased **412% year over year**
- Direct Insite achieved an **average position of 1.4** for the target keyword, 'reverse lockbox'

The Problem:

After launching its new website in 2013, Direct Insite wanted to increase website traffic, improve organic search performance and reach its target audience of CFOs and professionals in account receivable and accounts payable departments at large corporations and banks.



The Solution:

Since Walker Sands built and launched Direct Insite's new website, the team had already laid the groundwork for a successful and comprehensive SEO program. To build on the strong SEO foundation, Walker Sands developed a plan that incorporated:

- A minimum of four pages per month of new content, including ad hoc blog posts
- Comprehensive monthly keyword research focused on Direct Insite's current marketing and sales initiatives
- Creation of a strategic PPC program
- Ongoing content optimization to keep the site content up to date with messaging, calls to actions and news
- Monthly reporting on key metrics

Based on a tailored program designed to meet Direct Insite's unique goals, Walker Sands SEO and content experts created compelling content that incorporated keywords targeting audiences in banking and corporate industries.

As the company shifted priorities to focus on innovative accounts receivable products, Walker Sands helped Direct Insite develop updated messaging and value propositions to capture new customers. Walker Sands also supported the launch of PAYBOX with strategic content and SEO optimization tactics.

Results:

The comprehensive SEO and content program was a success, achieving several important business goals for Direct Insite:

- Demonstrated Direct Insite's strong understanding of corporate and financial working capital management processes and pain points
- Helped potential customers make informed purchasing decisions
- Offered search engines, including Google, tailored content for specific industries
- Increased Direct Insite's search rankings for target keywords and key phrases

Additionally, the SEO program increased total traffic to Direct Insite's website by 50% in one year. Other notable year-over-year results of the program include a 132% increase in organic search traffic and 412% increase in organic traffic to the website pages created by Walker Sands.

After focusing on the term 'reverse lockbox' for several months throughout the content program, Direct Insite's ranking climbed to an average position of 1.4 in search results, according to Google Webmaster Tools.

Moving forward, Walker Sands will continue to support Direct Insite's content and SEO programs.

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