



IntelliReach

# Maximizing SEO & SMM:

**How We Made Qualified Web Traffic  
Numbers Soar for FR Conversions**

*By Scott Frank, Managing Director*

- > **Achieved 695% Engagement Growth**
- > **Increased Facebook Impressions by 631%**
- > **A 433% Increase in Organic Web Visits**
- > **Delivered a 145% ROI**

*This paper focuses on how IntelliReach.Social helped FR Conversions dramatically increase qualified web traffic. This led to substantial customer leads for their sales team, which ultimately resulted in increased sales. We use an exclusive omnichannel Search Engine Optimazation (SEO) and Social Media Marketing (SMM) strategies that we employ for our clients, helping them to achieve similar results.*

## > BACKGROUND

FR Conversions wanted to develop search engine optimization (SEO) and social media marketing strategies to improve its online visibility, increase website traffic, respond to social media inquiries, and increase sales. IntelliReach was selected for its ability to provide a wholly managed SEO and Social Media Marketing solution customized to meet their needs at an affordable fixed monthly cost.



## > INTRODUCTION

It's not every day that you can say you achieved some jaw-dropping results for a van conversion company. But that's exactly what we did for [FR Conversions](#) between 2016 and 2020, helping them to grow organic search engine results, targeted website visitors, social media engagements, and sales significantly.

Based in Westminster, MD, FR Conversions is an authorized Second Stage Manufacturer for Fiat Chrysler Automobile and a partner in the Ford QVM program that design, engineer, and manufactures a variety of innovative van conversion and upfitting solutions.



Their superior wheelchair-accessible mobility solutions go far beyond ADA industry and government standards, meeting the needs of physically challenged individuals, transportation providers, paratransit operators, shuttle services, taxis, and others. FR Conversions customizes van upfit solutions for select Ford, Dodge/Chrysler, RAM, and Toyota passenger vans. They are also a leading manufacturer of state-of-the-art RAM ProMaster ambulances designed for the EMS industry and by EMS professionals.

When FR Conversions made the decision to upgrade its website, we worked closely with its webmaster to ensure a seamless SEO transition without losing traffic for its top-performing keywords. We also optimized their new website pages to ensure maximum performance. Our ongoing optimization was also instrumental in their success as search engines frequently adjust algorithms that can impact search engine results and website visits.

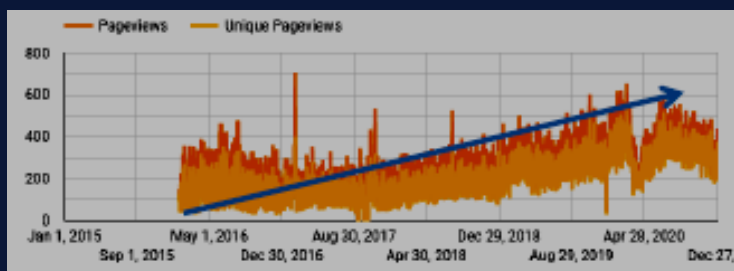
### So, what type of results did we achieve for a client that converts vans for individuals with disabilities?

*Using our SEO and Social Media Marketing (SMM) services, we significantly increased organic traffic and quality leads that helped their sales staff sell more wheelchair van conversions while generating a substantial ROI.*

FR Conversions isn't the only client we've helped achieve remarkable results for, but we take great pride in their success because they serve an extremely important market. While we can't disclose all the specific numbers, we can provide a broad overview of our work for FR Conversions and share some of their impressive results.

### FR Conversions: A 433% Increase in Web Traffic

*That's not a misprint. We achieved an impressive 433% increase in website traffic from 2016 to 2020. When we began working with the client, they averaged approximately 1,500 visitors per month from organic web searches. When the Covid pandemic hit and everything were put on hold, their website still received over 8,000 unique visitors per month with interest in their solutions - **a 433% increase!***



While that percentage may seem remarkable, it's not unusual for our clients to see similar growth in web traffic. It's what we strive to achieve for each client, using our proven SEO and Social Media Marketing techniques. It's based on a foundation of providing clients with engaging content. It starts with a thorough market analysis, followed by developing a strategy for reaching a targeted audience when they're online.



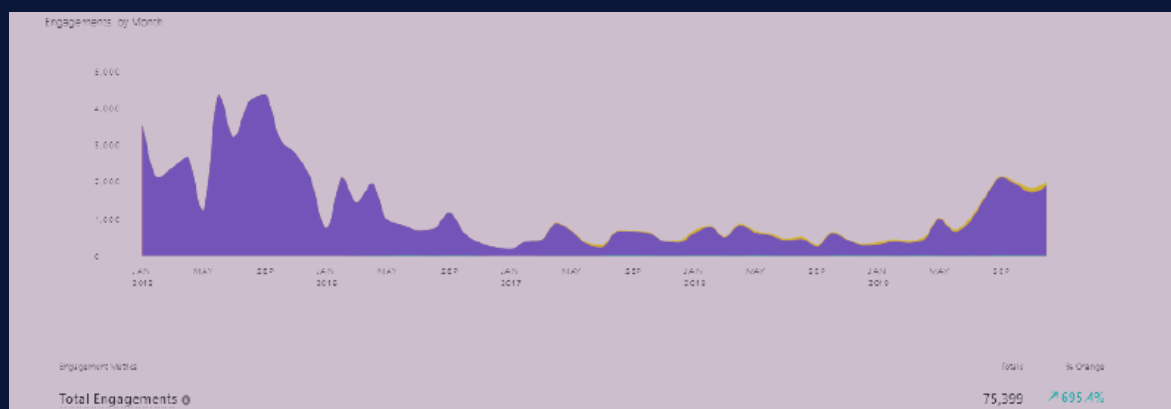
This helps us build a loyal social media following for our client's products or services. It results in increased site visits that convert into leads. In addition, we're constantly analyzing our efforts and measuring results. This helps to keep our strategy and tactics fluid, adjusting our approach as needed. Because each client is unique and has specific needs, it's impossible to map out an outline to follow that would ensure success. We have many different tools and techniques at our disposal. The key is knowing which ones to use and when to use them.

## Social Media Marketing: a Cornerstone to FR Conversions' Success

Statistics on Social Media Marketing are unparalleled regarding other types of marketing. Over 45% of the population uses social media, and there are [11 new social media users every second](#). And that's just for starters. With 230 million active social media users in the U.S., you can see why we make SMM such an integral part of our strategy. Many different social media channels are available to viewers, each with a specific audience. When we recommend using a combination of channels, it's based on aggregating the right audience.

*When most people think of social media, they think of Facebook, Instagram, and Twitter. But, if you think Facebook is the top social media platform, think again. More than 80% of Americans use YouTube, the most popular social media platform in the U.S. That is why we produce video content for our clients' YouTube channels with ad placement on screens deemed appropriate for each client's product or service.*

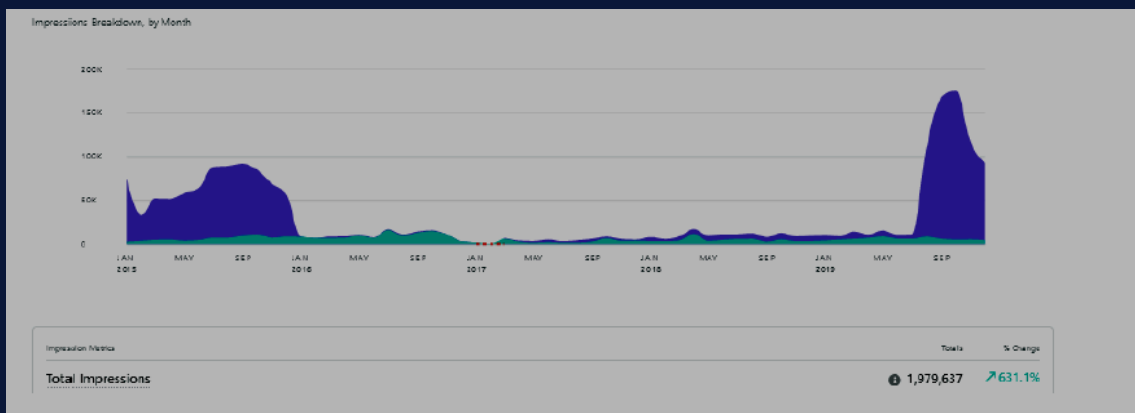
There are many ways to analyze the social metrics for FR Conversions. These include audience growth, looking at how the content was seen across all social media channels, as well as looking at how content was seen by specific networks. Looking at total audience engagement, which examines how people saw the FR Conversions posts, **the numbers show remarkable growth of 695%.**





## Social Media Channels: A Closer Look at the Results

When viewing specific social media channels, Twitter showed over 214,000 impressions, and **Facebook impressions grew by a whopping 631%**. There are various other metrics that show how viewers are engaged using social media channels. These include link clicks, page shares, likes, and comments. When examining the social media shares of the FR Conversions campaign, we saw a marked increase not only in total engagements but in comments, shares, and post link clicks.



These metrics show just how important it is to have valuable content for viewers. The Google ranking algorithm, for example, has changed from merely counting the percentage of keywords to whether the site provides relevant content to viewers. Having credible links to other sites and videos helps to boost the ranking status of websites.

That's why we spend a lot of time choosing topics, writers, and hyperlinks to various websites that show our efforts to provide our clients with the valuable content that Google, and other sites, are looking for.

## SEO: an Integral Part of the Success Equation

*While various SMM tactics played a key role in our efforts to gain views and ultimately leads for FR Conversions, SEO was part of our strategy for success. In looking at metrics for SEO, one of the key ones to measure is unique page views. For FR Conversions, results showed over 379,000 unique page views, with an average time spent on the page of 01:35.*

We also looked at the on-site engagement to understand which pages viewers were looking at. The top page title at 49% was "vehicles," and the most popular page for new users was "5 Great Resources for People with Disabilities." This showed that our content was on track and targeted because those pages were the type of information that built interest and led to qualified leads for the company's sales reps.

Our managed SEO service includes keyword research, an ongoing effort designed to bring more qualified prospects to our client's websites. We also work to build qualified links to well-screened sites, as this helps with Google rankings. Most importantly, our clients have total access at any time to review our SEO activities and see the actual results of our efforts.

## IntelliReach Social: A Closer Look

*Our company began in 2013 when companies were first learning about social media marketing. We achieved a lot of success by offering managed social media marketing services, including search engine optimization (SEO). Shortly after adding new services, we began providing clients with a wholly managed SEO and Social Media Marketing solution at a fixed monthly cost. This helps grow our client's brands while attracting more website visitors.*

Today, we've expanded our services that are designed to grow each client's brand. This helps to provide quality leads. Our all-inclusive services include on-page and off-page SEO services and monthly articles and guest posts in targeted, high-quality publications. We also provide comprehensive social media marketing, from press releases to social media posts on key channels and videos produced for YouTube, the number one TV ad platform.

We do all of this for a fixed monthly cost. For our clients, it's like having access to their own SEO and social media team without the overhead. Regardless of other marketing tactics, our services are key to generating qualified website traffic, leading to increased leads and sales.



**IntelliReach**

Copyright 2022 IntelliReach.Social. All rights reserved.

*Ready to grow your business? Let's Connect!*

**SPEAK TO A CONSULTANT:**

**+1 (720) 262.8708**

***IntelliReach.Social***