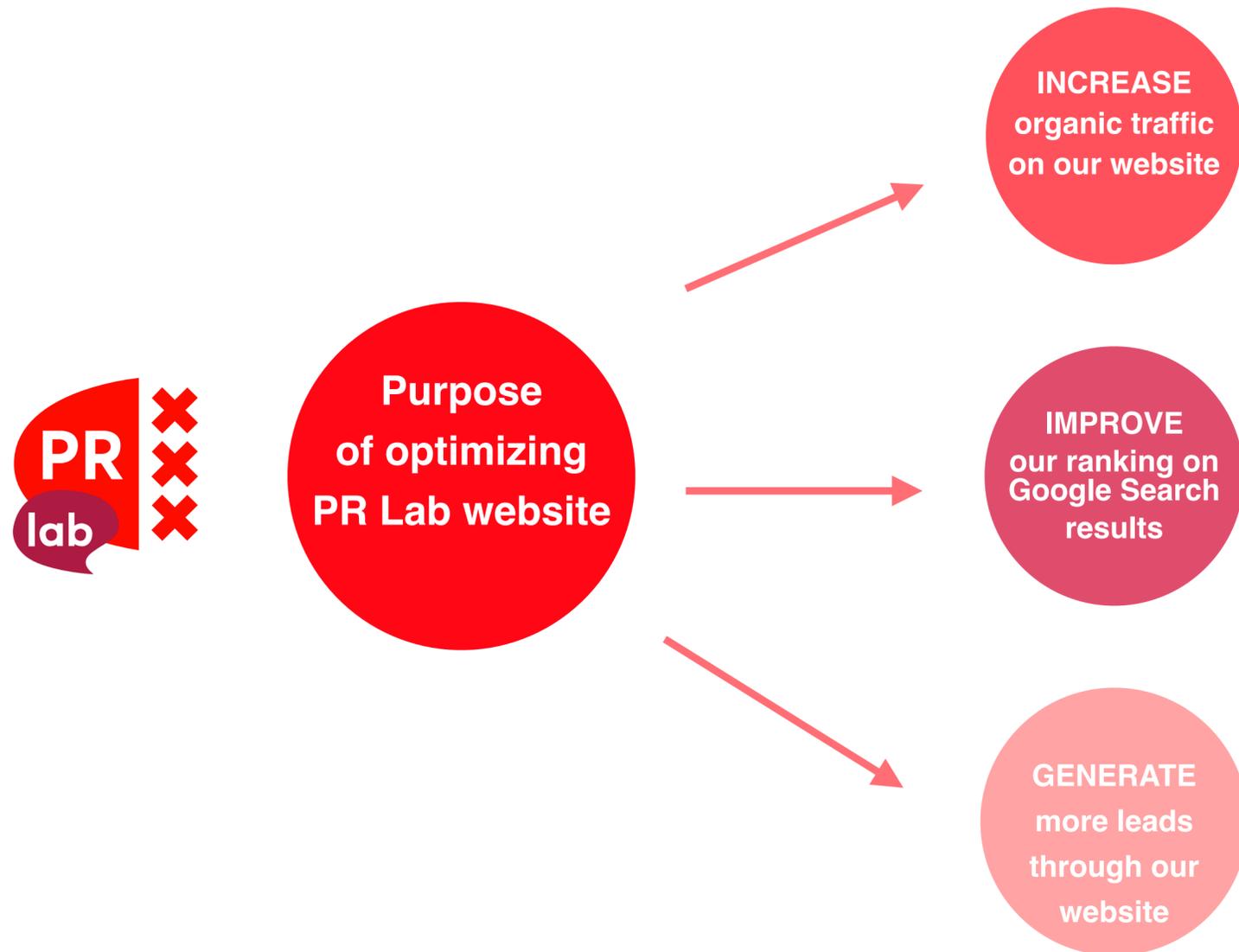# SEO
Case Study

PR lab

About PR Lab

PRLab is an **integrated PR agency based in Amsterdam**. The agency believes in the integrated marketing approach, which means, it doesn't only provide PR support to its tech clients but also provides the whole marketing spectrum. Integrated marketing efforts range from branding services to align missions, visions and values, to creating a compelling story to position the company in a saturated market.

The Challenge

Purpose of optimizing PR Lab website

INCREASE organic traffic on our website

IMPROVE our ranking on Google Search results
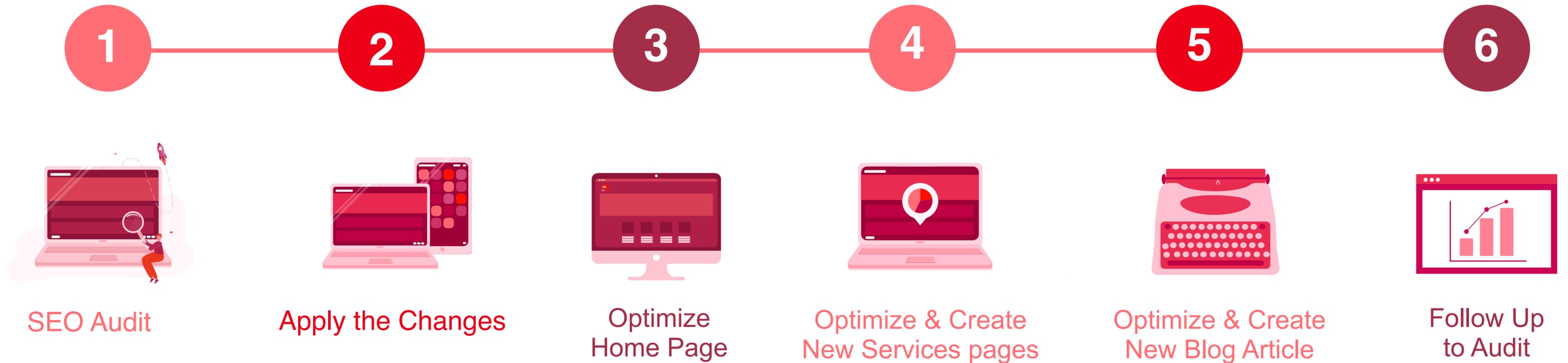
GENERATE more leads through our website

After successfully growing the PRLab community from Amsterdam, PRLab CEO Matias made the move to establish the agile PR agency we have here today. After assembling a team of PR experts, content marketers and SEO specialists, it was time to apply our own expertise to our own website, completing an SEO audit and creating content that is informed by extensive keyword research and analysis.
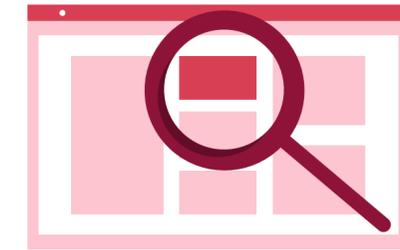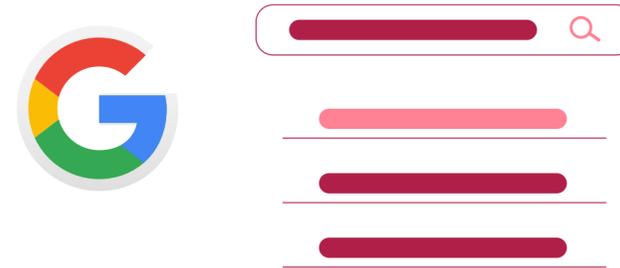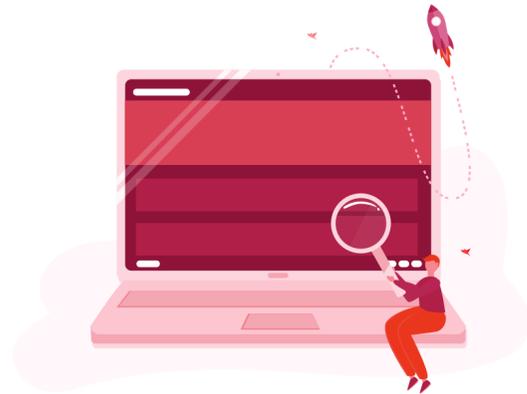
The purpose of optimizing the PRLab website was to achieve the following goals:

- Increase organic traffic on our website

- Improve our ranking on Google search results

- Generate more leads through our website

PRLab Strategy

1 — **2** — **3** — **4** — **5** — **6**

SEO Audit

Apply the Changes

Optimize
Home Page

Optimize & Create
New Services pages

Optimize & Create
New Blog Article

Follow Up
to Audit

PR lab

SEO Audit

The first step of the SEO audit is **keyword research**. This is a very in-depth process, and involves researching common industry specific words and phrases that are driving **search traffic to search engine results pages**. We needed to find what phrases people were searching for in relation to the services offered by PRLab.

By understanding the questions being asked by our audience, we could tailor **our content to provide answers and include the keywords that people are searching for.** From this research we could see what existing content we needed to change, as well as what content to create in the future.

Armed with this knowledge of keywords, we could identify **who our competitors were and analyze the SEO factors on their page**. Because SEO is competitive, we needed to know how PRLab was performing in relation to other websites, and see how they had optimized their content, helping us develop our own SEO strategy and make improvements in the right places.

PR
lab
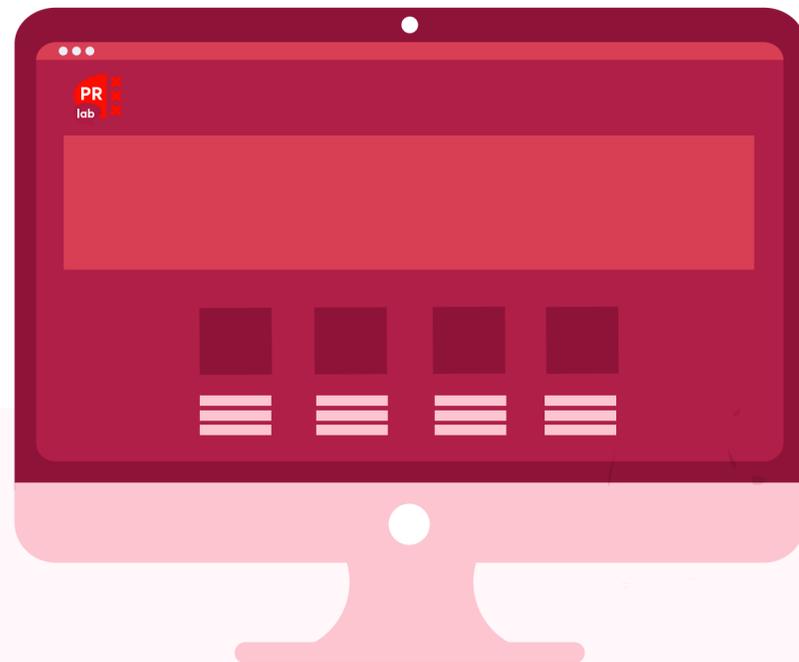
New Structure

The **keywords** and the analysis of the on-page and off-page factors of our competitors informed how we would need to change and improve the structure of the PRLab website. We developed a **new structure for the website** that would have increased functionality and therefore a better overall user experience.

One of the most important pages to optimize is the homepage. As the landing site for potential leads, the usability and loading speed of the website is very important in keeping them on the website, so we made improvements to the layout and optimized the links between our pages, making it easier for users to navigate the website.

New Services Pages
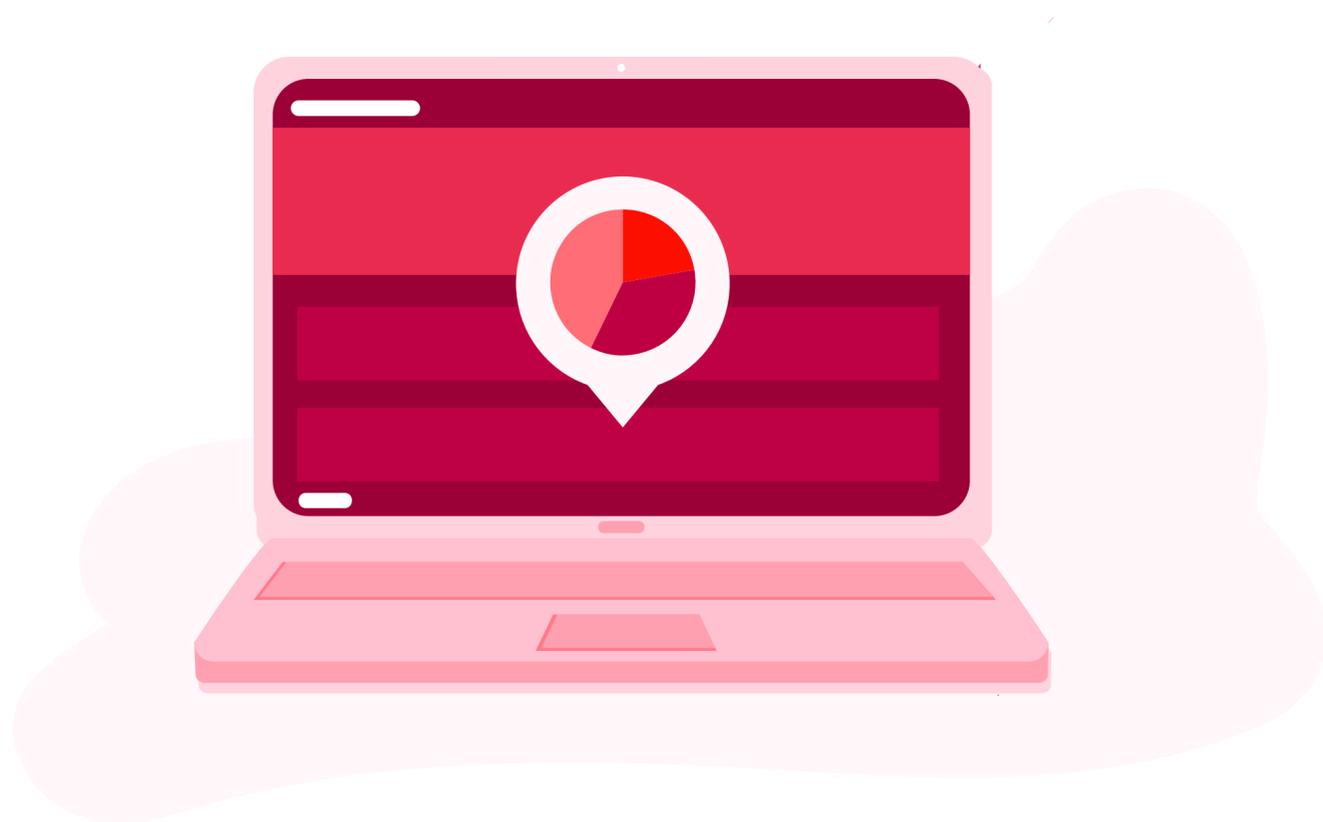
After optimizing the structure of the website our SEO specialists worked with our content writers to create new pages that cover the PRLab services in great detail, explaining how they work and the value they can offer to tech startups. Once again, the content for these pages was informed by the keyword research, as each service could address frequently asked questions in regard to that particular service. Implementing the keywords also requires an analysis of keyword density, as Google is smart enough to detect when keywords are forced into content. This means we needed to create high quality content that is meaningful to the users.

Additionally, each page contains SCHEMA markup, a more advanced SEO technique that we can also do here at PRLab. Without getting too technical, this technique involves adding code to each page that tells Google what the page means, helping it to index it better, and therefore appearing higher on search results.

New Blog Articles

We created blog articles for a few reasons. Firstly, articles provide opportunities for the appearance of relevant keywords. This contributes to our websites indexing in search engines like Google, which ranks us higher as our content is highly relevant and useful to the audience of our industry.

Articles are also a great source of information for our audience, and offering relevant answers to their pain points increases the overall value of PRLab, growing our brand authority. As well as optimizing our previous articles, we created many articles from scratch, producing extensive guides and useful content that will help our readers understand our value and to assist with their own PR efforts.

Follow Up Process

SEO is an ongoing process, and after making the changes the work is only half done. We then use analytics to track our progress, monitoring how our Google ranking changes for each keyword and any changes in organic traffic. If we notice that certain keywords aren't performing as well, we go back and further optimize the content and continually check if there are any changes.

The follow ups for SEO is a continuous process, as months after the changes there could be a need for more big changes, as both the competition and Google's algorithm are constantly changing, meaning updates to SEO are always needed to remain at the top.

SEO PRLab Results

However, the hard work paid off, and we are incredibly happy with the results that we achieved below.dr

Highest rankings

PRLab has positioned itself
in Google's top positions
for the most important keywords,
such as
PR agency,
PR company
and PR firm.

Significant growth in organic traffic

The organic traffic
of January 2021
was 198% higher than
January 2020.

Improved keyword trend

We have not only improved
the positioning of our main
keywords, but the number of
searches in which we position
ourselves: 341 keywords on
Google.nl and 206 in
google.com.

Broke our record for monthly organic traffic

We have reached the
highest level of organic
traffic since
the existence of PRLab.

Google rich snippets

Thanks to SCHEMA markup,
PRLab has managed to appear
in Google's rich snippets,
such as the stars under
some pages, the answers
to questions
and even a differential
space in certain searches.

Faster loading speed

We have managed to
significantly reduce the loading
time of the
site on desktop.

PR
lab

Get in touch with us

hello@prlab.co
prlab.co