

LEADS, LEADS AND MORE LEADS

ABOUT BLUEPAY

BluePay is a leading provider of technology-enabled payment processing for merchants and suppliers of any size in the United States and Canada. Through physical POS, online, and mobile interfaces, as well as CRM and ERP software integrations, BluePay processes business-to-consumer and business-to-business payments while providing real-time settlement, reporting and reconciliation, along with robust security features such as tokenization and point-to-point encryption. Offering B2B, B2G, enterprise, small- and middle-market payment processing solutions, BluePay competes for a wide range of extremely competitive SEO keywords.

STRATEGY

Increase overall website traffic and lead flow by focusing on long-tail, targeted keyword groups; focusing on internal landing pages with keyword-driven, relevant content; and building overall website domain authority by increasing page authority in smaller, less competitive markets.

KEY TACTICS

- Positioned BluePay as an authority in the credit card processing industry through guest blog posts.
- Updated the client’s website to ensure it has unique, optimized content useful to its prospective customers.

RESULTS

50,000 LEADS

Since our campaign’s inception in 2012, we have generated more than 50,000 validated leads for the client.

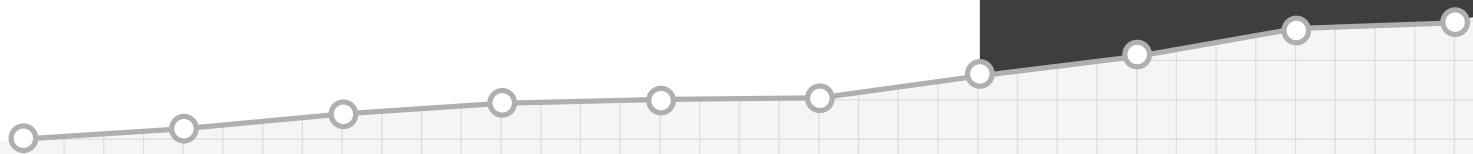
TRAFFIC SURGE

The second key feature of our SEO campaign “credit” card: an organic traffic increase of 1,143 percent. Achieving this much growth in such a competitive industry took one thing above all: persistence.

AMAZING FACT

DOUBLE DOUBLE

BluePay’s conversion rate for organic visitors has doubled over the past two years.



“Straight North’s SEO campaign is now a major contributor to our lead pipeline, and showing no signs of letting up.”

Kristen Gramigna, Chief Marketing Officer
BLUEPAY PROCESSING



STRAIGHTNORTH
Make every click count.®