

Case Study:  
**Tacit Consult**



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## ABOUT TACIT MANAGEMENT CONSULTING

Tacit Management Consulting are a Vancouver based technology consulting firm. Tacit help companies and organizations with their software and technology changes, and have extensive experience in software selection, strategy development, and project management. Tacit's network of consultants work across Canada and America, including Vancouver, Toronto, and San Diego.

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## INTRODUCTION

Tacit Management Consulting are a Vancouver, BC based company who partnered with J.Ringer Consulting in January 2016. The two companies collaborated to produce three key areas of improvement:

- Increase the rankings of tacitconsult.com
- Increase organic traffic of tacitconsult.com
- Increase the online visibility of tacitconsult.com

J.Ringer Consulting devised an outline to work from that included focusing on areas such as keyword research, competitor analysis, analyzing on-page ranking factors, and setting Tacit Consulting up with important search engine services such as Google Webmaster Tools and Bing Places.

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## AREAS OF IMPROVEMENT

### Rankings

Keyword strategy is crucial to any successful SEO campaign. Successful keyword targeting forms the backbone of organic search and by hiring J.Ringer Consulting, Tacit were able to successfully target and rank for a range of industry specific terms.

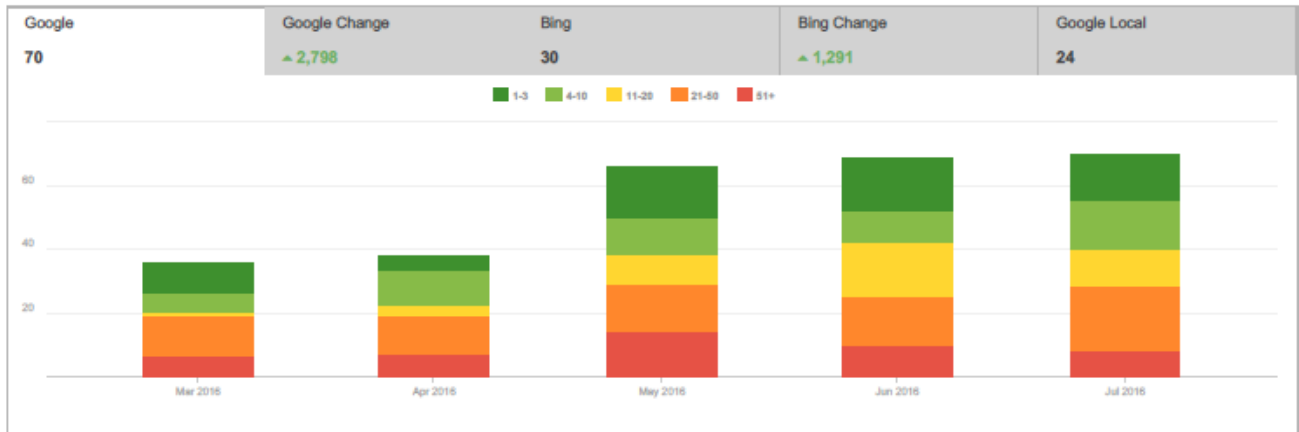
Keyword research was undertaken by J.Ringer Consulting to analyze and determine keywords. The research was performed with user intent and obtainability as a core focus. The short list was divided into primary, secondary, and tertiary keywords which were then implemented across the Tacit Management Consulting website.

At the start of the project, the search term “management consultants vancouver” was initially ranked at 8th in Google’s search engine results page (SERP) and upon completion Tacit rank 1st in the SERP. Other keywords and terms ranking at first position in Google now include “retail software selection san diego”, “management consulting vancouver”, and “manufacturing software selection toronto”.

The keyword strategy also had a positive impact on rankings in the top five positions in Google. Tacit currently rank for keywords and terms such as “technology consulting companies in vancouver”, “software selection consulting calgary”, and “crm selection vancouver”.

Not only were J.Ringer consulting able to devise a keyword strategy that ensured Tacit ranked at the first position in Google, we were also able to implement strategy that meant Tacit ranked highly in Bing - the second most used search engine online.

Tacit rank in the top five positions in Bing for key terms such as “management consulting vancouver”, “software selection consulting toronto”, and “management software selection vancouver”.

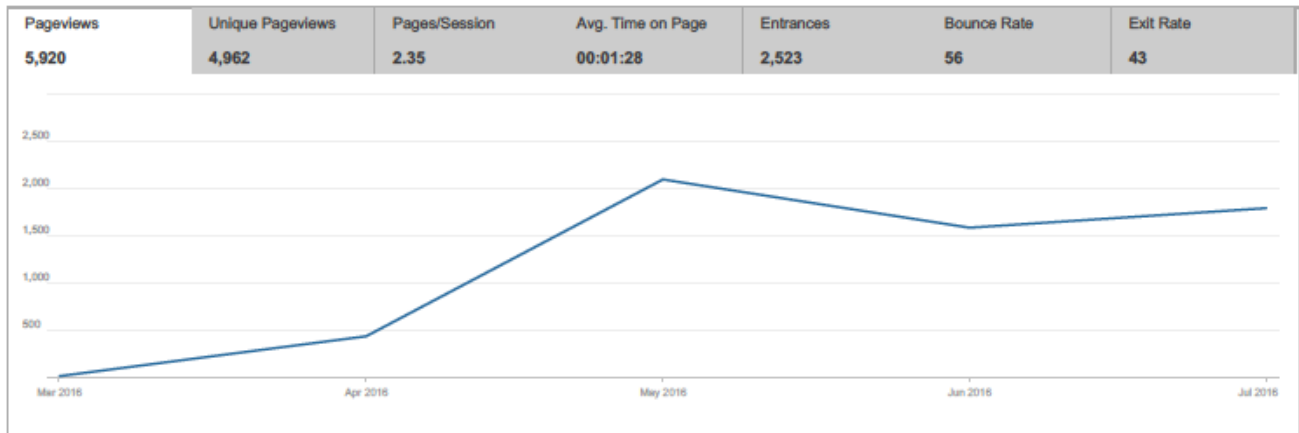


Overall, the keyword implementation performed by J.Ringer Consulting saw Tacit Management Consulting rank 2,798 places higher on Google for over seventy keywords and long-tail search terms, and 1,291 positions higher on Bing.

### Traffic

On-page optimization of the Tacit Management Consulting site formed an imperative part of the overall project and its aims. J.Ringer Consulting performed an in-depth site analysis to determine which on-page areas of the Tacit website needed critical attention. Subsequently, J.Ringer Consulting focused on meta tags, headers (for example H1, H2), content optimization including researching duplicated, minimal or over-optimized content, internal link building, image optimization, and determining opportunities for content growth.

In April 2016, organic traffic for Tacit was 186 and by the end of the works performed, the amount of organic sessions was 1,171. Organic search traffic had a modest bounce rate of 42% and 80% of organic traffic came from new sessions - the latter of which proving that new customers were accessing the site and it being more visible online.



## Visibility

Improving the local visibility of Tacit Management Consulting was a key aim throughout the project.

In relation to the increase in rankings, [tacitconsult.com](http://tacitconsult.com) also saw a lift in the visibility within the search results. When compared to the start of the campaign, the Tacit website saw a 18% increase in the number of impressions.

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## KEY TAKEAWAYS

Upon completion of the optimization campaign, tacitconsult.com saw significant lift in the overall visits and viewed pages. The marked improvement in the search visibility was closely tied to the improved content flow. From the optimization of the on- and off-page factors, Tacit saw:

- 50% increase in top-3 rankings
- 150% increase in top-10 rankings
- 830% Increase in organic search visits
- Decreased the sitewide bounce rate by 43%

# J.RINGER CONSULTING

J.Ringer Consulting helps brands build a stronger web presence with an integrated digital marketing strategy. Specializing in search engine optimization, strategies are custom tailored for each individual website for ongoing success. Whether your website is just a few pages or a few thousand, we can give your business the advantage in the search results

## COMPREHENSIVE SEO SERVICES

- Get a detailed SEO assessment of your website and how it stacks up to your competitors
- Leverage Google and Bing services for optimal search engine visibility
- Implement a personalized optimization strategy to meet your unique business goals
- On-brand content development crafted to engage and convert visitors
- Understand how your visitors behave on your website with analytics tracking

## ONE CLIENT, ONE INDUSTRY

Your business success depends on staying ahead of your competition. To ensure the best results for our clients, we do not work with direct competitors. You can rest easy knowing that your website isn't getting the same cookie-cutter strategy as your competitor down the road.

## LET'S CONNECT

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