

# A Green Energy Client Came to Orange 142 to Increase Organic Search Transactions

Our client was committed to reducing carbon footprints for individuals and businesses to promote a greener world. They used to be a leader in organic search rankings within their industry. However, in recent months, their rankings declined, causing them to lose business to competitors. Consequently, they failed to meet their growth revenue targets and became more reliant on costly paid search campaigns.

Since their internal team did not have the bandwidth to work on all of the recommendations, the company decided to engage with Orange 142 for further SEO services.

The strategy we adopted was to divide the tasks between their internal team and the Orange 142 team. Our Orange 142 team worked as an extension of the client's team and developed recommendations that were then implemented over several months.

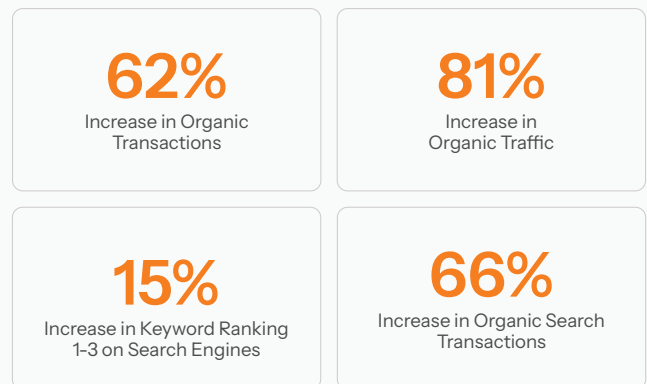


## How Orange 142 Delivered Results

### LAUNCH STRATEGIES

We started by conducting a search engine optimization audit of the website to identify issues and prioritize the right tasks to complete first. This in-depth site audit uncovered areas that were performing well on the website, along with those that needed improvement. The SEO audit focused on:

- » Identifying issues in three key areas of optimization including technical, on-page and off-page.
- » Competitor discovery to identify areas to improve based on what competitors were doing better.
- » Keyword research to determine the best keywords to target when optimizing the site and in the future.



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