

# Aligning Search Strategy to Drive Growth

## How SEM and SEO Delivered 5x More Organic Visitors

### OVERVIEW

An audiovisual technology brand partnered with Postmedia to strengthen its online presence, drive sales, and maximize marketing efficiency. The objective was to combine SEM and SEO efforts to increase traffic, improve engagement, and lower advertising costs.

### APPROACH

Postmedia began by assessing the client's needs and existing resources to create a unified search strategy. Product pages were optimized with unique, keyword-rich descriptions to improve Quality Scores and reduce SEM cost-per-click bids. SEO initiatives expanded keyword coverage, supporting more precise and effective SEM campaigns. By identifying high-performing organic products, the team was able to strategically pause branded SEM campaigns, streamlining spend and focusing budget where it would drive the greatest impact.

### CONCLUSION

Through the strategic alignment of SEM and SEO, the client saw significant improvements in visibility, engagement, and cost efficiency. Over the course of the campaign, the brand achieved over 7 million impressions, 350,000 link clicks, and a 5x increase in organic monthly visitors. CPC was reduced to \$0.60, and time on site tripled, demonstrating the power of a cohesive, data-driven search strategy.

# 7M+

IMPRESSIONS

# 350K+

LINK CLICKS

# 5x

INCREASE IN ORGANIC MONTHLY VISITORS

