



**Client:** Capstone Foster Care

**Project:** Search Engine Optimisation (SEO)

**Background:** As part of their long term strategy, Capstone Foster Care wanted to decrease the amount they were spending on PPC in favour of organic search results with the target to reduce paid traffic from 75% to 50%.

#### What we did:

- Detailed keyword research
- Regular, themed content and articles
- Streamlined website structure
- Regular, engaging social media activity
- Good quality, relevant link-building to increase valuable referred traffic
- Introduction of a knowledge centre information hub

44%

Reduction in  
paid traffic

41%

Monthly website traffic from  
themed content

25%

Increase in referral and  
social traffic

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*The amount of website leads are much more qualified after introduction of the content marketing campaign as visitors have access to important, quality information before making an enquiry.*

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T: 0121 321 2828

E: [studio@creativeinsight.co.uk](mailto:studio@creativeinsight.co.uk)

W: [www.creativeinsight.co.uk](http://www.creativeinsight.co.uk)



### Other projects for Capstone Foster Care:

- Rebranding
- SEO
- Social media marketing
- Website development
- Online banner advertising
- Promotional literature
- Pull-up banners
- Internal communications
- Email marketing
- Press advertising
- Content writing / PR
- Brochure production

