

from static to strategic: a digital overhaul that delivers

SEO & Website Overhaul for Balanced Diversity

Client: Balanced Diversity

Industry: Executive Search /
DEI / Staffing

Project Type:
Brand Strategy & Identity,
Website Overhaul, SEO Strategy

challenge

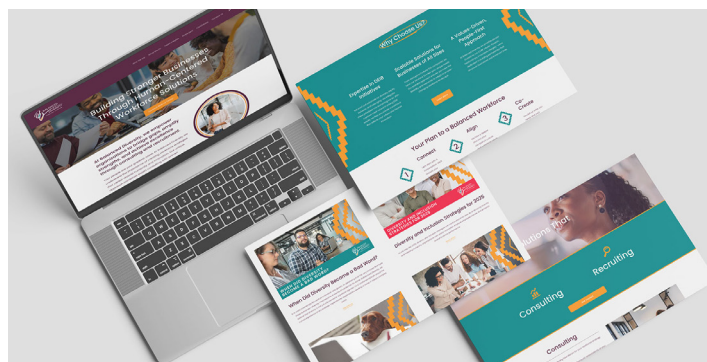
Balanced Diversity's initial website was merely a placeholder, lacking strategic content, SEO, clear brand messaging, and effective user experience. Consequently, it had no keyword strategy and poor visibility, failing to represent their impactful DEI work.

approach

We transformed a static site into a high-performing, search-optimized experience that aligned with the brand's mission and connected with the right audience.

What We Did:

- Developed human-centered, DEI-focused brand messaging and voice.
- Designed an engaging user experience with updated visuals and page flow.
- Implemented a comprehensive SEO strategy (metadata, headings, linking, tracking).
- Created and launched a blog strategy with search-intent driven content.
- Optimized site structure and fixing underperforming pages.
- Enhanced calls to action and conversion tracking.



why it matters

After just five months, Balanced Diversity's website has evolved from a basic online presence to a **fully optimized, brand-aligned digital hub that effectively attracts, engages, and converts relevant visitors**. This transformation demonstrates the power of investing in SEO, messaging, UX, and long-term growth strategy, providing Balanced Diversity with a platform that reflects their impact and facilitates further growth.

results

Statistics After Five Months

metric	percentage growth
New Users	541%
Engaged Sessions	702%
Site Engagement Time	258%
Pageviews	267%
Search Traffic	196%
Direct Traffic	102%
Referrals	402 (NEW)
Form Fills	190%
Homepage Views	239%

Keyword Performance Highlights *(Google Search Console)*

Prior to our work, Balanced Diversity had no top 25 keyword rankings. In just five months, we achieved:

- Multiple page 1 rankings for branded and industry keywords.
- High click-through rates with average top 5 positions.
- Presence in competitive local searches for staffing and DEI expertise.
- Strong growth in organic impressions and clicks, establishing a foundation for future SEO success.

Social Growth *(Five Months)*

- Facebook followers more than tripled, indicating increased brand awareness.
- Facebook page reach nearly quadrupled, expanding content visibility.
- Steady Instagram audience growth, aligning with site traffic and engagement