

MoveContent + SEO Landing Page Samples

Link

Client

Ricoh Scanners for Chromebooks	<p>Co-Partner Goolge Campaign RICOH</p> <p>Client - We are growing our global share of voice and must meet the stringent partnership parameters</p> <p>Solution - We'll focus on the first-mover in the space segmentation and coupling of cost-savings, streamlined experience.</p>
Ricoh Scanners for Accounting	<p>B2B enterprise tech RICOH</p> <p>Client - We are growing our accounting vertical</p> <p>Solution - Let's focus on day-to-day actual reliability and experience in the busy tax season.</p>
HP Developer First Lap Tops Long-Form	<p>B2B enterprise Tech Hewlett Packard</p> <p>Client: We want to convince developers to harness Linux.</p> <p>Solution: Research shows they're already convinced, this is a reinforcement for SEO. Product sold out.</p>
HP Dev One Launch Long Form Landing Page	<p>B2B enterprise Tech Hewlett Packard</p> <p>Client: We want a blog post-landing page to launch a new developer laptop.</p> <p>Solution: Let's create a long-form sales page that reads like a blog post for SEO.</p>
Buying Contract Software in 2020	<p>B2B start-up Tech Concord Contract Management</p>

	<p>Client: What evergreen resource content are we missing right now?</p> <p>Solution: Let's get ahead of competitors for SEO ranking and craft a gated landing page with smart, short copy.</p>
Columbia Apparel	<p>B2B ecommerce Corporate Gear</p> <p>Client - We don't want to cannibalize similar brand traffic</p> <p>Solution - Craft the page around differentiated, high-performing brand products for search segmentation. PR 1-3 ranking</p>
Callaway Golf	<p>B2B ecommerce Corporate Gear</p> <p>Client - Callaway is a competitive brand term for search</p> <p>Solution - Build the page with pillar content links, snappy copy, and design that supports search queries. PR 1-5 ranking</p>
Nike Landing Page	<p>B2B ecommerce Corporate Gear</p> <p>Client - We want strong page rank</p> <p>Solution - Simplify the message with a strong CTA, social proof, and concise product information. PR 1 - 2 ranking</p>
Peter Millar Landing Page	<p>B2B ecommerce Corporate Gear</p> <p>Client - This is a strong brand partner, let's not hijack their traffic.</p> <p>Solution: Position as "official brand partner" with backlink strategy, and explicit headlines, and copy. PR 1-2</p>
FAQ	<p>B2B ecommerce Corporate Gear</p>

Client: Our FAQ is unwieldy, but so is our call volume.

Solution: Reformat based on most prevalent call center questions and 1-2 sentence answers. Reduced support call times.