

Digital Executive Protection for Executives, Board Members, and High-Access Employees

Executive cybersecurity and digital privacy protection.

BlackCloak

PAID SEARCH AND SEO MANAGEMENT

THE CHALLENGE

BlackCloak needed to generate more leads quickly after their business reached a plateau. They wanted to continue growing the footprint of relevant non-branded queries through SEO and paid search. Since BlackCloak's solutions are high-value and require commitment, we determined it was imperative to focus on lead quality rather than quantity alone.

OUR SOLUTION

Saltbox's organic search solution was to target high-value keywords and improve BlackCloak's ranking for relevant terms. By using more authoritative content and resource production, reinforcing primary themes, and implementing on-page best practices, we helped significantly boost search engine performance for terms that drive conversions.

Saltbox redesigned BlackCloak's Google Ads to eliminate wasteful spending, building new campaigns focused on high-intent searchers in target demographics. Saltbox built campaigns and ad groups to speak specifically to ideal clients. Saltbox continuously optimized our tactics to guide users down the funnel and turn searchers into exceptional leads. With a marginal increase of 16% cost per lead, lead quality was substantially better resulting in a significant return on investment.

THE RESULTS

2024 Year-over-Year

- **+120%** Organic Users
- **+98%** Organic Conversions
- **+107%** Non-Branded Organic Clicks
- **+40%** Non-Branded Organic Click-Through-Rate
- **+163** Request a Demo Form Submissions
- **+222%** Contact Us Form Submissions