



# MARKETING REFRESH

## IMPROVED GOOGLE SEARCH RANKINGS AND DECREASED COST PER LEAD

**Crest SSD** is a nationwide Social Security Disability advocacy service that represents individuals applying for disability benefits. Crest SSD needed to better engage with disability applicants across the U.S. through organic digital marketing efforts. Marketing Refresh provided support through a complete digital marketing program that built upon itself to dramatically improve their reach in Google Search.



### The Challenge

**Crest SSD was relying exclusively on paid search marketing to generate leads Crest SSD needed to implement a new digital marketing program that would help them organically attract potential disability applicants and reduce the amount spent on new leads.**

### The Solution

**We built a complete content marketing program to complement their paid search marketing efforts. The program included:**

- **Buyer's Journey** to map out the decision-making process for a typical applicant.
- **Keyword Research** to identify website content opportunities aimed at their audience.
- **Content Calendar** with a mix of monthly blogs and new cornerstone content site pages.
- **Social Media** featuring organic Facebook posts promoting the new content.
- **Case Studies** highlighting applicants who successfully received benefits.
- **Link Building** to strategically place Crest SSD content that links back to their website.

### The Results

**In less than a year, we helped Crest SSD achieve the following results:**

**Total Keywords ranked for:**

**GREW FROM 63 TO 3,566**  
(5,560% increase)

**Top 3 Google Keyword Rankings:**

**GREW FROM 3 TO 66**  
(2,100% increase)

**Top 10 Google Keyword Rankings:**

**GREW FROM 8 TO 236**  
(2,850% increase)

**Organic Leads Generated Through Website:**

**80+ LEADS PER MONTH**

## Social Media, Blogs, and Website Content



“ Crest LLC’s disability advocacy service is entirely focused on helping applicants receive disability benefits. The company’s mission is to help as many people as we can, which is why it was important to Crest to improve the cost-effectiveness of our efforts to engage potential applicants across the digital ecosystem. Marketing Refresh’s content marketing strategy increased our visibility in organic search results dramatically in just a matter of months — ultimately driving down our cost to generate new leads.

- Billy Walters, Crest SSD representative

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