

SEO Audit and Analytics Dashboard for Succession Planning Website

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Meet Brad

Brad Franc is an entrepreneur, author, speaker, attorney, and coach who specializes in the transfer of closely-held businesses. He has formed four separate companies in his lifetime, which have been named nine separate times on INC. Magazine's list of fastest-growing companies in the U.S.

Most recently, he created **The Succession Solution**, a company that helps businesses set up succession plans for generational transitions. In his 30 years as an entrepreneur, consultant, and attorney, Brad represented hundreds of closely-held businesses. What he saw was that 70% of all businesses fail in the

transition from the 1st generation to the 2nd, climbing to 85% and 95% for the 3rd and 4th generations, respectively.

His company solves that problem by creating robust succession plans that factor in everything from taxes to legal, family, and relational issues. Brad came to Leverage to get a better understanding of how his website was performing and what steps he could take to improve his search engine rankings.

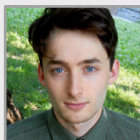


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Brad's Goals

Brad's goal was to **improve the SEO rankings** of his Succession Solution website and ideally **appear on the first page of Google** or relevant search terms such as "succession solutions," "succession planning," and "succession planning solutions." Additionally, he wanted a **custom dashboard** built to help him better understand the traffic drivers to his site and what search terms are generating traffic for him.



Jake M.

Leverage, SEO & Paid Traffic Expert

Jake created, implemented, and managed the SEO strategy. His skill sets include lead generation, ecommerce, SEO, digital ads, funnel optimization, analytics, and more.

Our Plan

We started this project by getting on a call with Brad to better understand his goals and what he was ultimately looking for. After talking to Brad, it became clear that an **SEO audit** would be the most effective first step, with a few simple SEO changes based on our findings. He was also in need of a **custom analytics dashboard** so he could easily understand what type of traffic was coming to his website and glean valuable insights.

Here's how we attacked the project:

Step 1: Perform keyword research to identify relevant high-volume keywords in Brad's niche.

Step 2: Conduct an SEO audit of Brad's website to find low-hanging fruit and identify site pages worth utilizing.

Step 3: Optimize the homepage for relevant, high-volume keywords in Brad's niche through on-page and off-page SEO tactics.

Step 4: Optimize additional sub pages for additional relevant, high-volume keywords in Brad's niche.

Step 5: Create a custom dashboard to track traffic and on-site behaviors.

The Results

We were able to accomplish Brad's goals with this project by ranking his homepage and building a custom analytics dashboard to monitor his website traffic and Google rankings. Through a few simple SEO changes we were able to increase the ranking for his primary keyword, "succession planning solutions," from the 45th position (the 4th page of Google) to position 5 on the first page.

These improvements resulted in an increase in traffic to Brad's website, which he was able to monitor via his custom analytics dashboard. His dashboard is broken into two parts: one part covers website traffic, trends, drivers, and conversion rates while the other shows SEO performance and Google rankings.

Google Rankings

↑ Increased ranking from 45th to **5th** position for primary keyword

↑ Homepage is at the **top of the 1st page** of Google for desired keywords



Brad also uses Leverage for...

- Book writing, editing, publishing, design, and launch strategy
- Copywriting
- Website adjustments and integrations
- Email marketing
- Marketing strategy

