

Seamless CMS Migration
Increased Conversions by 100%
Enhanced Brand Awareness and User Experience

About the Client



A US-based tax preparation software provider



Caters to individuals, business owners, and tax professionals



Offers a comprehensive suite of online, downloadable, and mobile solutions for DIY tax filing



Helps its customers navigate the complexities of tax and finance with ease and accuracy at flexible and affordable price plans

Business Needs

Create and amplify brand awareness

Optimize the 'Blog' section via SEO and UI to enhance the user experience

Enhance CTR and keyword rankings

Improve organic sessions by 15% YoY and website traffic and conversion rate by 5% YoY

Migrate to the Contentful CMS

Boost SEO for an ADA compliant website

Decrease website bounce rate by 10% YoY

Ensure Lighthouse score to be >90



Solutions

Detailed SEO Audit

Identified SEO gaps and opportunities by conducting a thorough website and blog section audit

Research and Analysis

- Conducted competitor research and keyword analysis
- Performed a granular level SEO analysis of 1,000+ pages and implemented SEO suggestions for 650 website + blog pages
- Closely monitored search console errors and used third-party tools for identifying toxic links, content plagiarism, and server errors to check SEO health at regular intervals
- Recommended and implemented SEO suggestions to ensure ADA compliance requirements and exceed the Lighthouse score beyond 90
- Came up with a refreshing new design for the Blog section

Successful Migration

Created and implemented a detailed SEO migration checklist for a smooth transition from the .NET website to the Contentful CMS platform

Integration

Set up a WordPress development environment and Google Search Console for blogs for identifying technical errors

Page Speed

Optimized page speed to improve UX and conversions

Technology Stack



Business Impact

Witnessed marked improvement in brand awareness

Improved conversions for:
Start All Sign-Ups by **102.47%** Start Free Sign-Ups by **157.98%**

Increased organic sessions for:
overall website by **7.08%** homepage by **8.52%**

Increased the top 10 keyword ranking count from **62 to 95**

Improved the Lighthouse score to cross the **90 mark**

Executed successful migration to adapt to be an ADA compliant website

Decreased the website bounce rate by **12.33%**

Cybage MarTech Services



Content Marketing



Analytics and Insights



Digital CX



Strategy and Consulting



Campaign Management

Improved Conversions with Strategic SEO