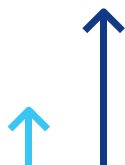


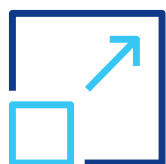
87%

increase in mobile  
traffic



22%

increase in  
desktop traffic



39%

increase in  
recipe sharing



American Egg Board

## SEO

# Data-Informed Strategy Delivers Incredible Results

### THE COMPANY

The American Egg Board (AEB) connects America's egg farmers with consumers and communicates the value of The Incredible Edible Egg™.

### THE CHALLENGE

Historically, AEB's Incredible Egg site relied heavily on organic traffic to drive awareness and stimulate demand for egg consumption. However, its website showed declining traffic and organic visibility, year-over-year. Rise was challenged with updating Incredible Egg's site architecture, optimizing the mobile experience, and refreshing existing content in order to create a search-friendly website that would maximize visibility, improve the user experience, and ultimately increase site visits.

### THE STRATEGY

Rise began by developing an integrated, site-wide keyword strategy. Through holistic analysis, Rise was able to take an informed approach to the new site architecture build-out by uncovering user intent and organizing the site's content around that intent.

The technical development of the new site was driven by an SEO-first approach. To accompany the recommended new site architecture, Rise created a URL strategy that would capitalize on past value and authority already established by the brand.

Next, Rise provided recommendations to remove and merge sections of the old site to ensure the new site was streamlined, user-friendly, and properly optimized to best support the keyword strategy. Rise's data-driven approach identified the most highly trafficked pages and enabled AEB and Rise to focus on the highest priority opportunities, while capitalizing on existing SEO equity. Once the site launched, real-time SEO monitoring quickly identified and resolved any issues that arose.

### THE RESULTS

Rise successfully created a new website experience and SEO strategy for AEB's Incredible Egg website that makes content discovery quick and easy for both users and search engines. An SEO-first approach influenced the entire website development process—from the site architecture to content development—and set the foundation for Incredible Egg's overall ability to improve the visitor experience.