

# Advanced Recovery Systems and LaneTerralever Used BrightEdge and Content to Drive 441% Increase in SEO Traffic and 87% Increase in SEO Revenue in 1 Year



## BRIGHTEDGE CASE STUDY

### THE PROBLEM

With rehabilitation facilities across the country, Advanced Recovery Systems (ARS) provides thorough and comprehensive treatment programs for addiction, substance abuse, eating disorders, and mental health issues. ARS set out to grow organic traffic to numerous web properties to decrease their cost per admission from organic and direct traffic.

They were already spending significant marketing budget to use paid channels with modest results. Their organic performance was below their expectations, so they engaged the LaneTerralever agency to help them succeed.

### THE SOLUTION

The team made it a priority to identify keywords that demonstrated high intent and robust search volume to inform content creation that aligned with ARS' services using the BrightEdge keyword research capabilities. Using primarily the competitor analysis in Data Cube and Opportunity Forecasting, they were able to recognize content opportunities and prioritize content production.

To remedy the challenge of stale site content in the eyes of Google, they immediately set a publishing cadence of three content pieces a week in the blog and bi-weekly core content publishing throughout the site as well as releasing one premium content piece, such as a short video, interactive quiz, whitepaper or guide per month. These pieces spoke the language of drug users seeking recovery, empathized with their supportive loved ones, and were distributed via syndication, manual outreach, native advertising, social media support, and influencer marketing. LaneTerralever later deployed several location-specific microsites for the additional ARS facilities which are conversion focused, and relaunched The Recovery Village with additional mobile-friendly, conversion rate optimization and several other key features.

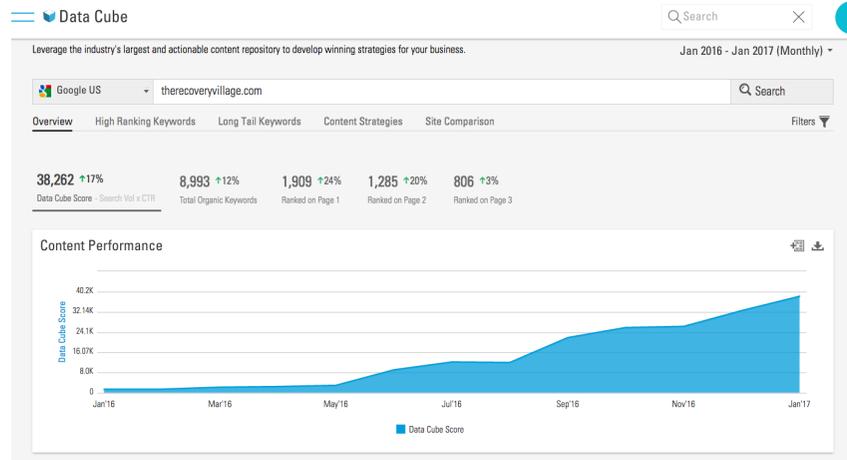
These tactics and SEO optimizations, powered by BrightEdge, have helped ARS climb up search engine results pages (SERPs) and ultimately achieve the goal of helping people find the treatment that they desperately need.



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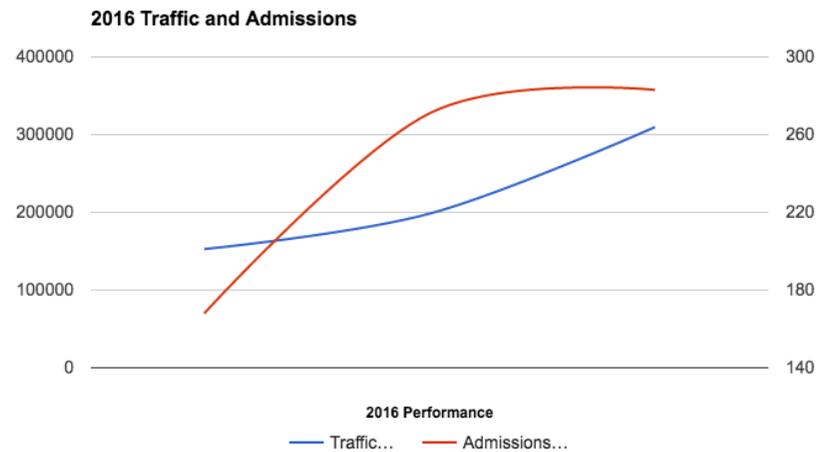
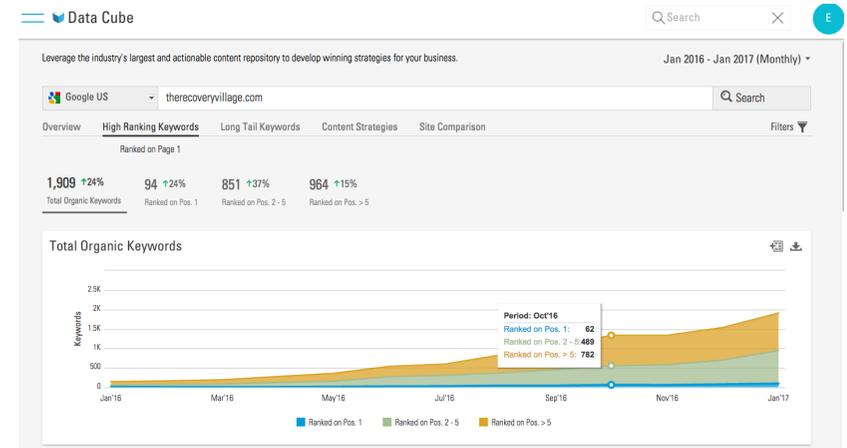


The BrightEdge platform allowed us to see the opportunities and orient the content strategy in a way that generated quick, dramatic, high-impact business results.



## THE RESULTS

The results were truly impressive: 441% increase in SEO visits, 188% increase in total organic listings, 87% increase in revenue, and a 51% decrease in average cost per admission.



LaneTerralever and ARS Increase SEO Revenue 87%

