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Transition Slide

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Agenda

Experian – Who We Are

Challenges We Faced

Creating Awareness

Keys to Scaling SEO at Experian

Before and After

Growing Results

Key Takeaways

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Experian - Who we are



freecreditreport.com

freecreditscore.com

CreditReport.com

CreditScore.com

PROTECT my ID
A part of Experian

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Challenges We Faced



Creating Awareness



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Experian™

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Keys to Scaling SEO at Experian

Build the relationships



REPORT CARD				
GRADING PERIOD	1	2	3	4
READING	A			
WRITTEN COMMUNICATION	A			
MATHEMATICS	C			
SCIENCE/HEALTH	B			
SOCIAL STUDIES	B			
ART	A			
MUSIC	A			
PHYSICAL EDUCATION	C			
Grade Average	B			
Attendance:	Present	48		
	Absent	0		
	Tardy	1		
A = Excellent • B = Good • C = Satisfactory • N = Needs Improvement U = Unsatisfactory • I = Insufficient / Incomplete				
Student: _____ Grade: _____ Year: _____				

Report
Progress
Regularly

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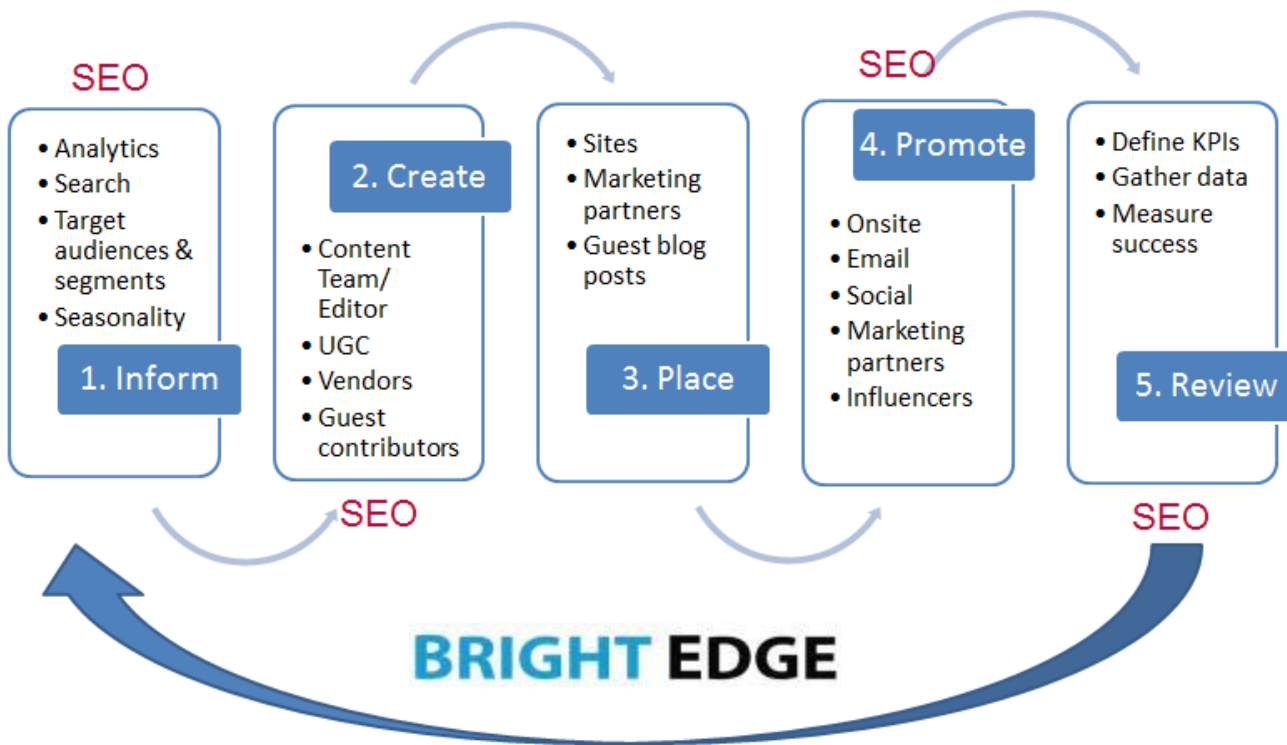
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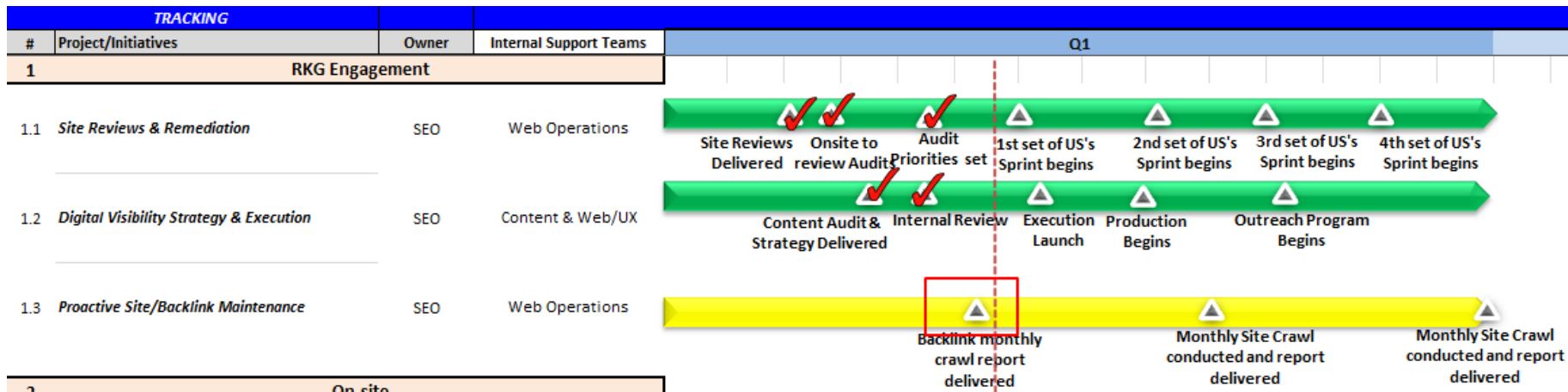
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Content Production Workflow



Program Report Card



Before and After



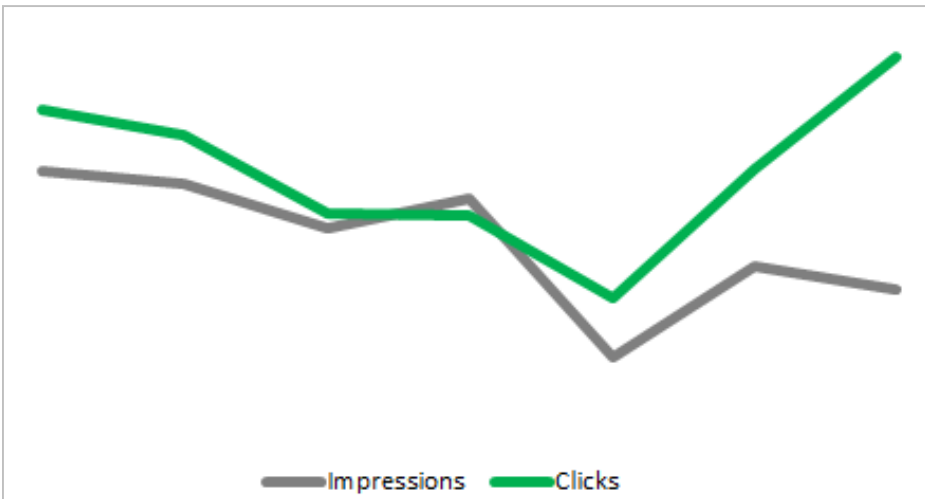
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Growing Results



Key Takeaways

1. Integrate but give them room
2. Drive motivation and momentum
3. Focus on the user



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Thank You!

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