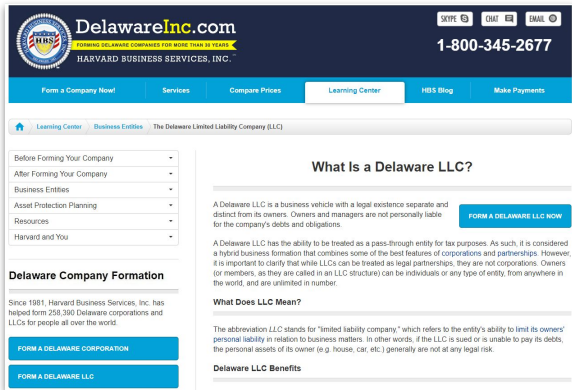




Harvard Business Services + JumpFly SEO  
Lewes, DE , USA delawareinc.com

## JumpFly SEO services drove substantial increases in new company formations



### The challenge

Harvard Business Services, Inc. is a company that specializes in **Delaware business formation**. JumpFly has successfully managed pay-per-click (PPC) for HBS since 2012, so the next step was search engine optimization (SEO) to **improve conversions for their high-traffic site**.

### The approach

In order to **highlight the e-commerce** side of the site and attract more converting traffic, JumpFly optimized many pages of business and legal copy. The LLC pages, one of HBS's key business sections, was restructured to more closely reflect the way customers search for and find content on forming a new business. The blog was **optimized to increase the E.A.T.** -- expertise, authoritativeness, and trustworthiness -- signals that search engines use to rank content.

### The results

The blog is a major traffic driver for HBS, but blogs are notorious for bringing in traffic that doesn't convert. After optimization, the blog has seen **42.3% more visits** and a **9.7% increase** in goal completions.

Overall **site traffic is up 39.2%** resulting in a **38.7%** increase in new visitors.

All this new traffic has helped HBS increase their percentage of goal completions by **22.4%** since the beginning of their SEO engagement with JumpFly.

### Blog Categories

- ▶ About LLCs
- ▶ About Corporations
- ▶ About Franchise Taxes
- ▶ Entrepreneurs & Start-Ups
- ▶ Business Strategies
- ▶ Delaware Regulations
- ▶ About Harvard Business Services

“Since partnering with JumpFly SEO, our formation numbers have done really well. We love the way the optimized site performs for potential customers and knowing that not all clicks come with a cost.”

— Michael Bell, President  
Harvard Business Services, Inc.

58.8%

Increase in company formations

48.1%

Increase in average session duration