

**vivint.Solar**

**97thFloor**

**40%**  
Increase in  
organic traffic

**6.6X**  
Increase in  
non-branded  
keyword traffic

**48%**  
Increase in new  
users

**Vivint Solar Shines with 40% Boost in Organic Traffic**



## About Vivint

A prominent player in the residential solar industry, Vivint Solar specializes in eco-friendly solutions to deliver sustainable and cost-effective energy to homeowners.

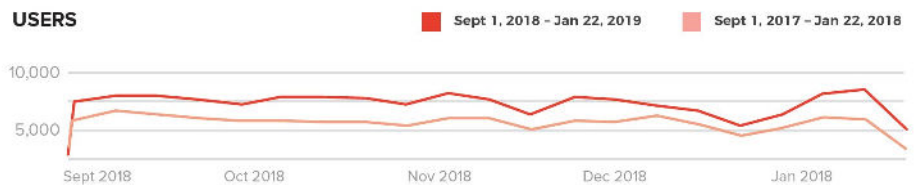
## Problem

Faced with the challenge of new market competitors, Vivint Solar came to 97th Floor to expand its reach, increase non-branded traffic, and regain market share using digital strategies that could evolve and compound over time.

## Strategy

Our strategy involved a multifaceted approach to enhance their online presence. We focused on targeting intent-based keywords in our blog content and site optimizations to increase non-branded traffic. Recognizing Vivint Solar's national reach, we implemented local SEO strategies to drive organic inquiries in various locales. A crucial part of our approach was a robust link-building campaign, ensuring the newly created content ranked effectively for the targeted keywords. Our strategy encompassed:

1. Technical adherence
2. SEO-driven blog buildout
3. Optimize existing content
4. Link-building to new content
5. Local SEO buildout



## Results

After launching, Vivint Solar's **non-branded organic traffic grew from 5% to a third of all visitors**. This change, along with a **40% annual increase in overall organic traffic**, significantly enhanced revenue, contributing to a marked increase in recurring revenue.



Learn how 97th Floor can help  
you achieve unprecedented growth.

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