

CASE STUDY

Vivint Solar Shines with 40% Boost in Organic Traffic

40%

Increase in organic traffic

6.6x

Non-branded keyword traffic

48%

Increase in new users

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.

The 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.

The 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.

