



**41.1%**  
YoY increase in  
organic sessions

**43.2%**  
YoY increase in  
organic leads

**# 1**  
rankings for their  
focus keywords

A holistic SEO strategy leading to #1 rankings for focus keywords

## About National Funding

National Funding is a leading financial services company specializing in providing small and medium-sized businesses with tailored financing solutions.

## Problem

Following a Google algorithm update, National Funding lost great rankings for focus keywords in their space such as “bad credit business loans.” They approached 97th Floor to reclaim rankings vital for generating new leads.

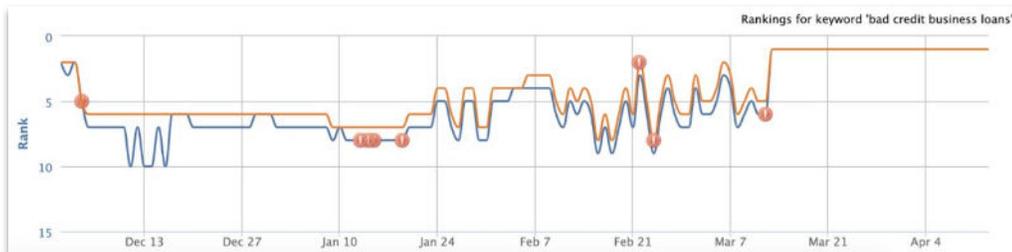
## Strategy

97th Floor implemented a holistic SEO strategy to fully optimize National Funding’s pages for keyword searches. Their tactics included:

- Internal link Audits
- Cannibalization Audits
- Minimal Content Optimizations
- Backlink Profile Audit
- Disavow file updated
- Backlinks
- Adding a main navigation bar link

## Results

The implemented strategy successfully restored and significantly enhanced rankings for crucial keywords—including “bad credit business loans” ranking #1. These rankings resulted in increased sessions and leads for National Funding.



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

### Contact Us

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