

SEO & PPC Success for Vertex

Client Overview

Vertex, a sell-side advisory firm, partnered with OMA to enhance their online visibility and generate high-quality leads through SEO and Google Ads PPC campaigns.



Challenges

- Low search engine visibility.
- Difficulty attracting relevant leads online.

Our Approach

- SEO Optimization: Conducted keyword research and optimized website content to rank for terms like "sell-side advisory" and "business valuation services."
- PPC Campaigns: Designed and managed high-performing Google Ads campaigns targeting key decision-makers in finance and business sectors.

Results

- +50% website traffic.
- +40% qualified leads.
- Improved visibility and lead quality.

Conclusion

OMA's tailored SEO and PPC strategies helped Vertex increase visibility and attract high-value leads effectively. Get in touch to learn more.