



GREENDROP

GreenDrop converts donations of lightly used clothing and household items into critical funds for a range of American charities, including the Red Cross and the Military Order of the Purple Heart. Their mission is to “make charitable giving of donated goods as easy, convenient and friendly as possible while helping to promote programs of charitable organizations.”

GOALS

GreenDrop partnered with Logical Position to modernize its approach to marketing and raise awareness among a wider audience. Since receiving donations is the bulk of the organization’s business, GreenDrop hoped a stronger SEO presence would lead to an increase in donations generated from online searches and website traffic.

APPROACH

To promote GreenDrop’s website and build domain authority, existing site pages were refreshed with more targeted keywords and relevant content. Through these and other practices, like optimizing H1 tags and meta descriptions, Logical Position established a healthy foundation for GreenDrop’s online presence.

RESULTS

Since partnering with Logical Position in 2014, the number of GreenDrop’s keywords that ranked on the first page of the search results grew from 22 to 719. As a result, GreenDrop’s successfully increased its brand awareness, gaining 38.5% more organic search traffic from 2016-2017.

RESULTS

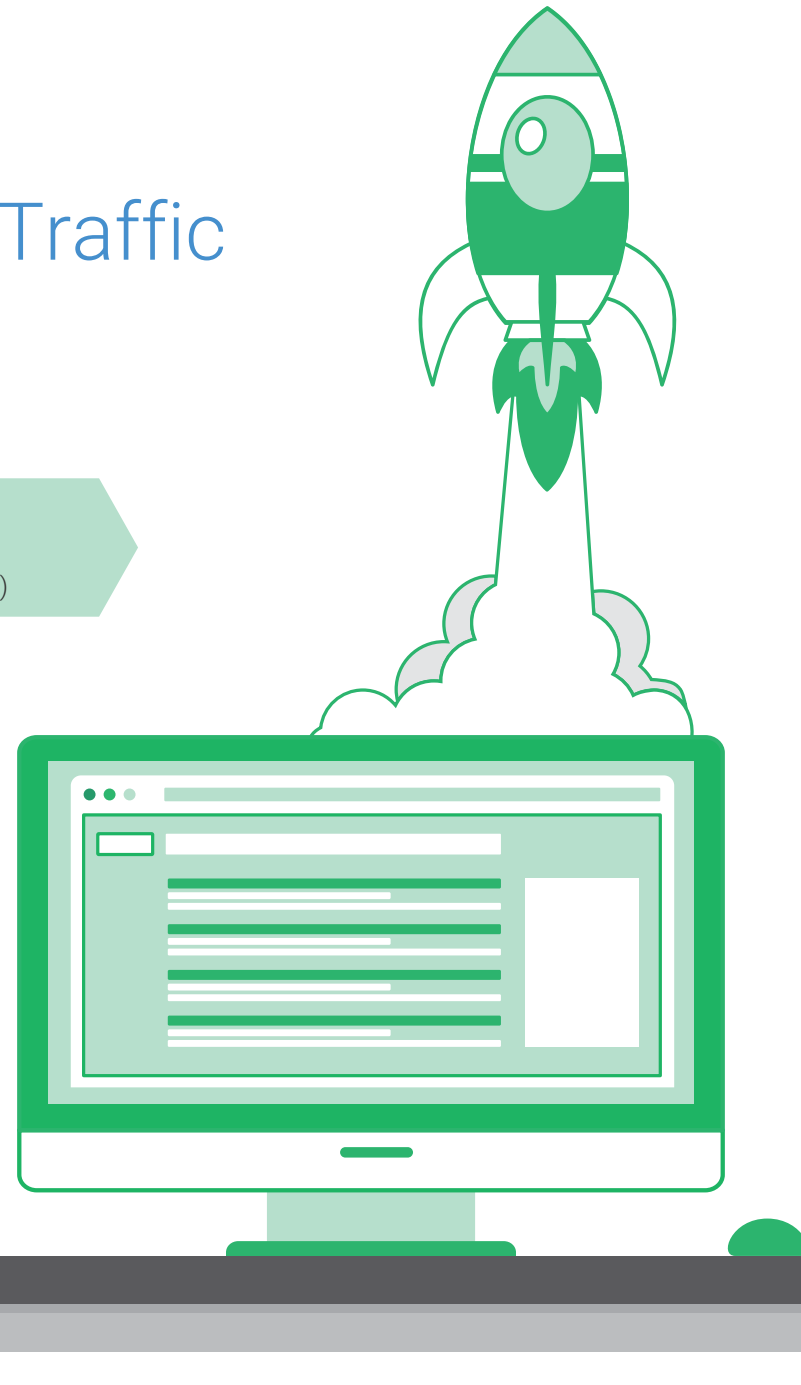
Increase in Organic Search Traffic Year Over Year

38.5%
2016 - 2017 (Trending Up)

11%
2015 - 2016

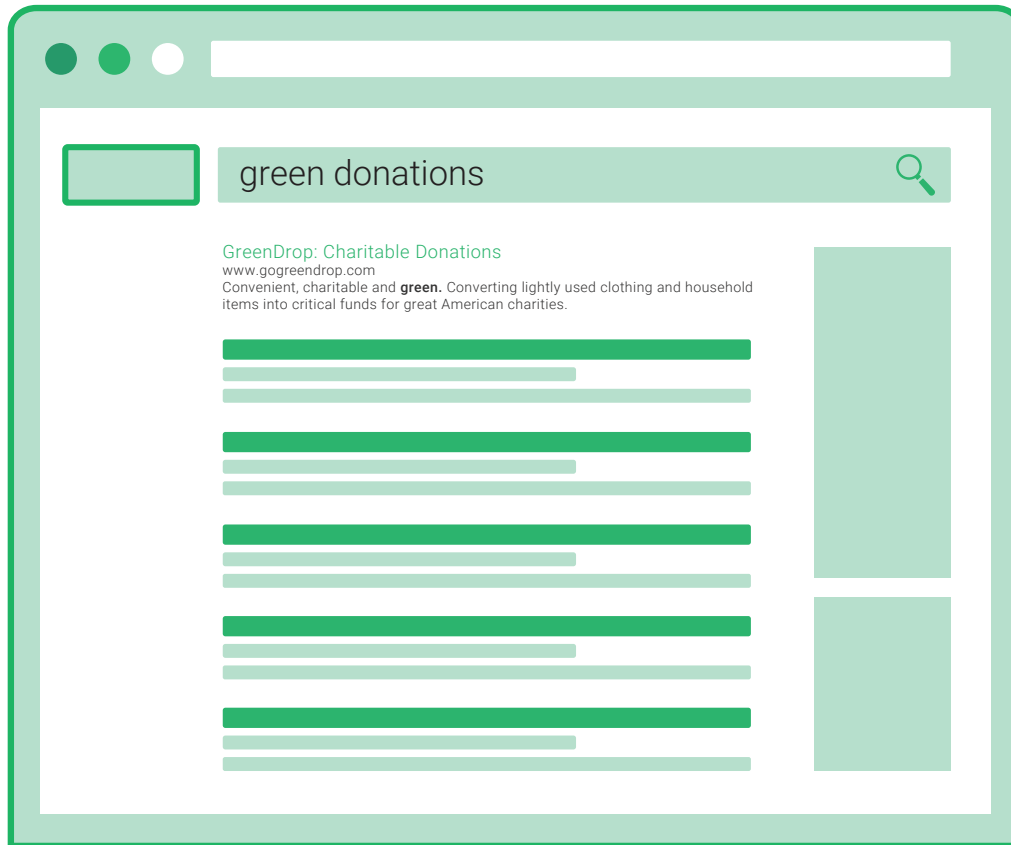
64.6%
2014 - 2015

40.3%
2013 - 2014



RESULTS - CONTINUED

First Page Keywords on Google



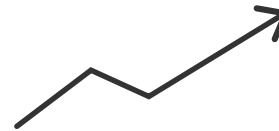
Logical Position has done a tremendous job with applying their SEO expertise to the GreenDrop website and marketing efforts. They are definitely experts with SEO and their client team is dedicated to helping GreenDrop improve business. They are responsive and thorough and continuously bring us new insights, techniques and recommendations to drive performance.



719 Keywords



After 3 Years with Logical Position



22 Keywords



Before Logical Position