

# **Hill's Content, SEO & Conversion Methods**

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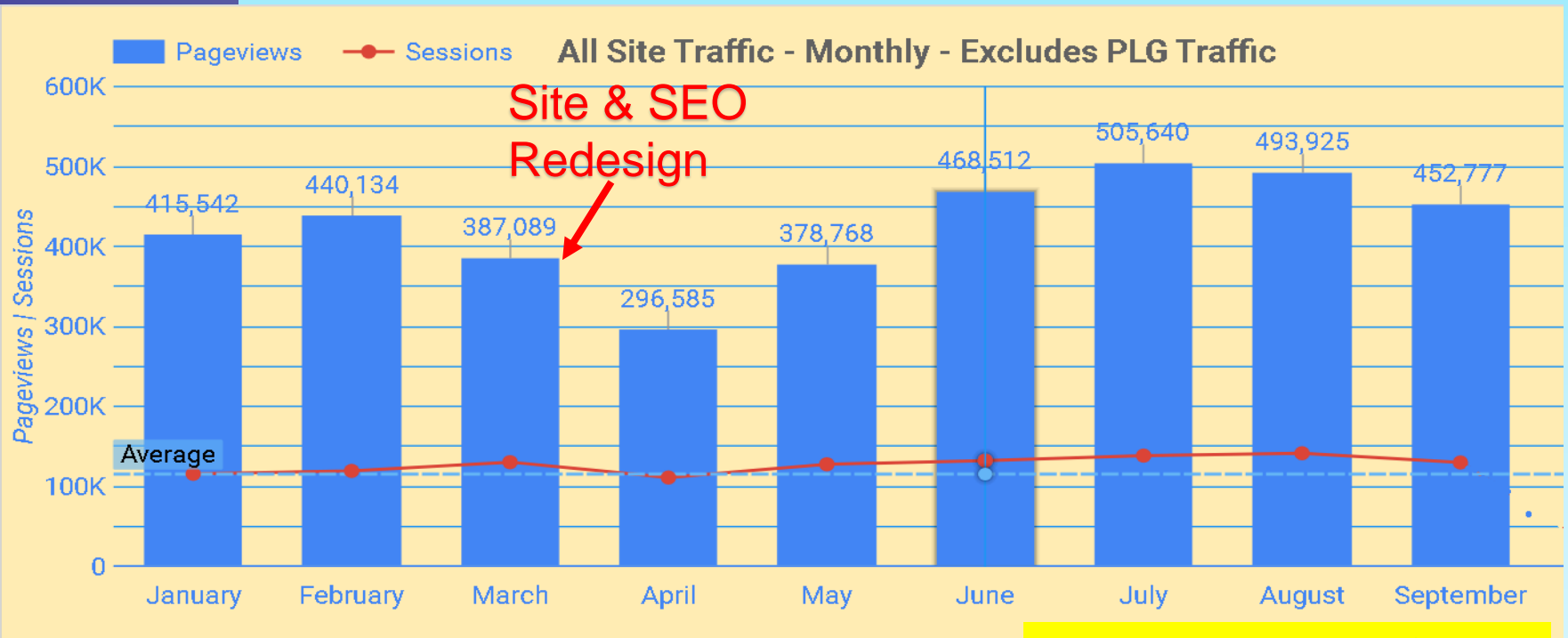
# Kore Blog Traffic Increased %170 over 2022 traffic



Kore blog traffic AVG increased from 7600 pageviews to 13,200 pageviews per month.

- Buyer journey Keywords
- EEAT page content
- Internal links

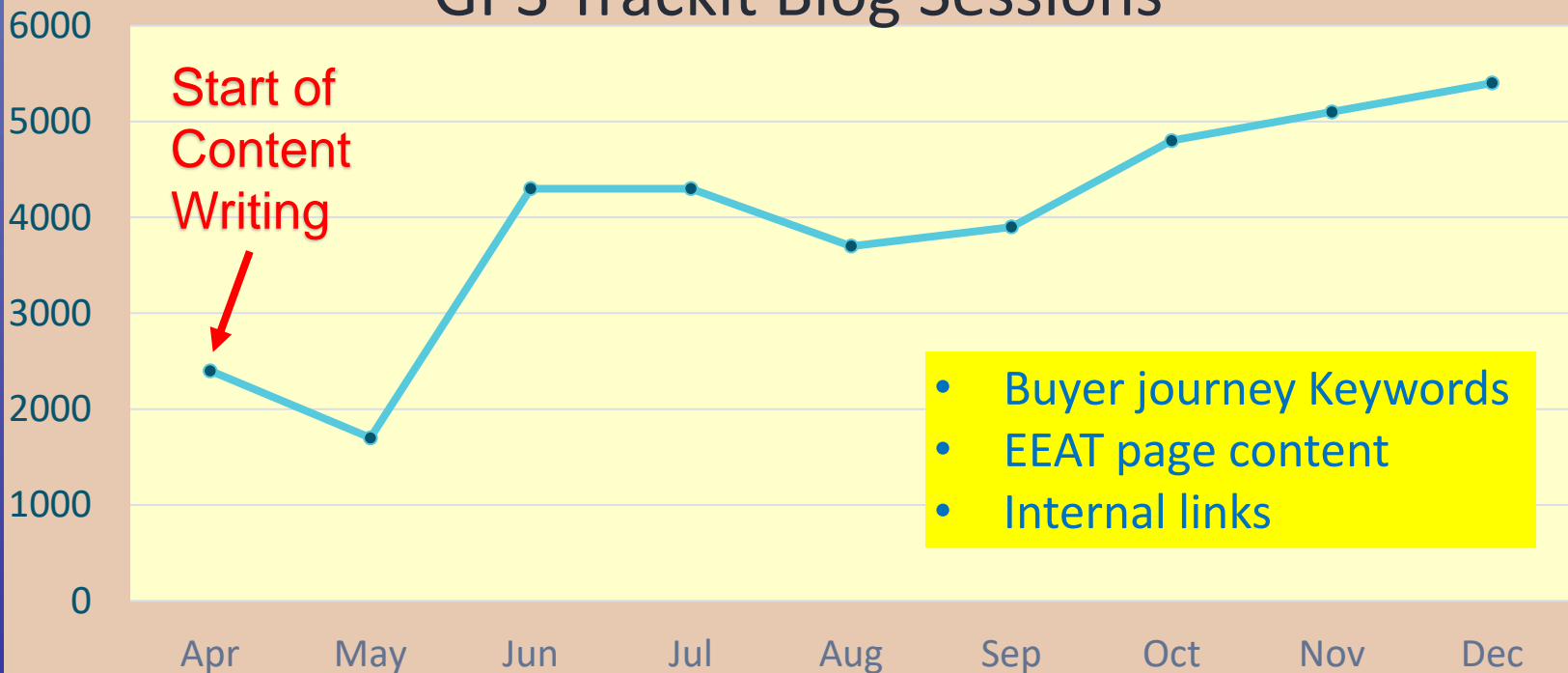
# Website Traffic Grew With SEO Refresh



- Improved KW title tags
- EEAT page content
- Internal links

# 60% of Blog Pages Achieved First Page Search Rank

## GPS Trackit Blog Sessions



# ApartmentGuide.com Traffic Grew 195%

## SEARCH GAINESVILLE APARTMENTS IN FLORIDA



### Gainesville is Gator Town

Welcome to Gainesville, Florida! Home to the University of Florida, Gainesville is a vibrant city with a rich history and a growing economy. Whether you're looking for Gainesville apartments to call home or seeking job opportunities, Gainesville has something for everyone.

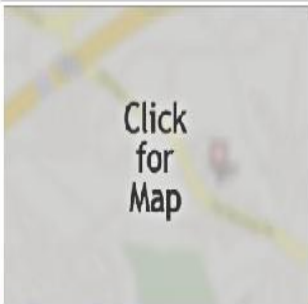
Gainesville is probably most well known for the University of Florida, which has over 30,000 students, the largest in the state and the 10th largest in the country. This is why Gainesville is a popular destination for students from all over the world. Gainesville is also home to the University of Florida's College of Veterinary Medicine and the University of Florida's College of Journalism and Mass Communication. Gainesville is also home to the University of Florida's College of Business Administration. Gainesville is a vibrant city with a rich history and a growing economy. Whether you're looking for Gainesville apartments to call home or seeking job opportunities, Gainesville has something for everyone.

## SEARCH CITY APARTMENTS

POST CITY APARTMENTS FOR FREE 888-889-0000 WITH A CITY



## GAINESVILLE APARTMENTS



View more Gainesville apartment listings



### Park 16th Townhouse

Gainesville, FL 32604 | 0-23 units  
Phone: 352-333-1002

## NEIGHBORHOODS IN GAINESVILLE

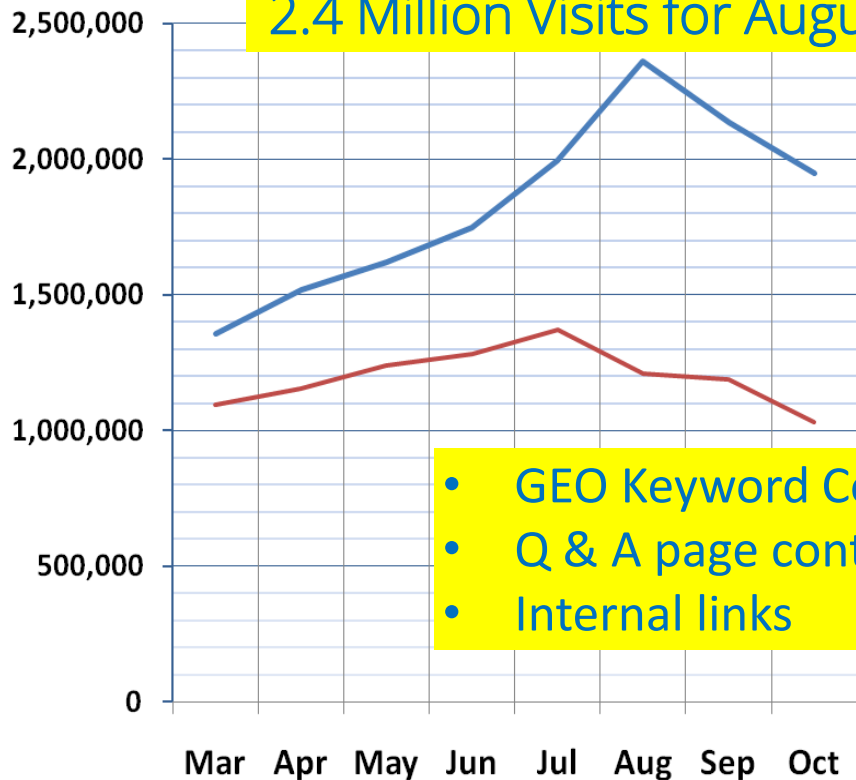
Discover and view more details. View photos, videos, local schools, restaurants, events to give you an overview of various apartment listings in your area and even neighborhood... and more...

<a href="#">Historic Gainesville</a>	<a href="#">Gainesville Center</a>	<a href="#">Midland</a>
<a href="#">Historic Gainesville</a>	<a href="#">Historic Gainesville</a>	<a href="#">Midland Park</a>
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## NEARBY CITIES

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**2.4 Million Visits for August**



- GEO Keyword Content
- Q & A page content
- Internal links




# A/B test: AT&T U-verse Videos 19% greater CTR


CONTROL served to 27,120 visitors

CHALLENGER served to 26,762 visitors


Top Support Videos



U-verse TV Remote Control Setup Tool (2:23)



U-verse Wireless Receiver Installation (6:00)




U-verse Troubleshoot & Resolve App (2:32)

Additional help is available in our [U-verse Help Videos](#)

Top Support Videos


**U-verse TV Remote Control Setup Tool (2:23)**

Learn how to program your U-verse remote using the TV Remote Control Setup Tool. See how to use your U-verse remote to control your TV or other devices.




**U-verse Wireless Receiver Installation (6:00)**

Watch this AT&T U-verse TV support video to learn how to install your Wireless Access Point, or WAP device, and your U-verse Wireless TV Receiver.



**Accessing the Troubleshoot & Resolve App (2:32)**

Watch this AT&T U-verse TV support video to learn how to access the Troubleshoot and Resolve app from your PC or mobile phone.



## A/B Test Results: Video link CTR

• **CTR lift: 19.12%**

• Confidence level: 95.4%