#### Case Study: Chargepoint

# Chargepoint Increases In Goal Completion by +60%

### **Objective:**

To boost organic search visibility and drive conversions effectively, the strategy will center on crafting transactional content and meticulously optimizing it for maximum conversion potential.

#### **Insights:**

- Created compelling transactional content
- Optimized it with persuasive CTAs and user-friendly design
- Continuously analyzed and refined based on conversion metrics.













## -chargepoin+



46%

Increase in Organic Traffic

60%

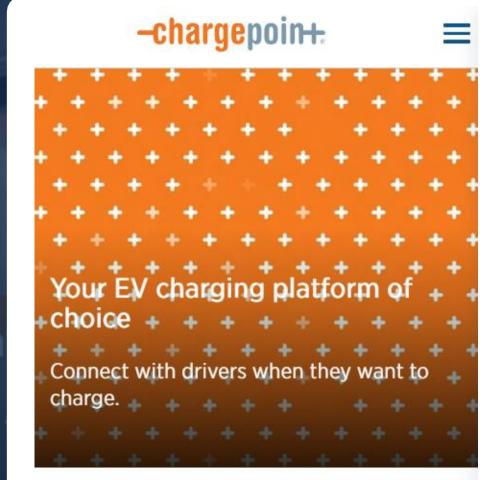
Increase in Goal Completion

Connect with drivers when

43%

Increase in new Users

EV charging should be expenses an expenses and expenses are expenses and expenses and expenses and expenses and expenses are expenses and expenses and expenses and expenses are expenses are expenses and expenses are expenses and expenses are expenses and expenses are expenses and expenses are expenses are expenses and expenses are expenses and expenses are expenses a



EV charging should be easy.

From organizations and fleets of all sizes to drivers across Europe and North America, our goal is to make it simple for everyone to go electric.

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