

IBM BP Realizes 30% Increase in Web Traffic With 50% Lower Bounce Rate

PSR, Inc. partners with TSL Marketing to execute search engine optimization (SEO) to help them become recognized, known, and trusted.



PSR engaged TSL to see better performance in organic search via keyword rankings, higher web traffic, and an enhanced user experience.

Customer Testimonial

*“TSL provides more than marketing tactics to PSR; they are our trusted partner truly helping to grow our business through their strategic advice. When PSR first started working with TSL, we had a basic website and little presence or understanding around search engine optimization. Today, with TSL’s leadership, we have a targeted social media marketing campaign, and our revised search engine results have brought significant leads to our business. TSL has also revamped all of our sales collateral and looks for any and all ways to build our business. **When I am asked who is PSR’s marketing director, my answer is I have something better, a marketing partner named TSL.**”*

-Glenn Baker, President of PSR, Inc.

Solutions

TSL Marketing and PSR have worked with each other since 2010. However, we've recently expanded this relationship to include SEO and digital marketing.

Below are some of the services we've provided during this long-standing relationship:

- Lead Generation and Responder follow-up
- HubSpot Management and Support
- Content Creation
- Social Media Marketing and Management
- Website Copy
- Digital Ad Management

Realized Result

Through a combination of website optimization (SEO) and keyword research, TSL was able to help PSR increase web traffic, rank higher for select keywords, and provide an overall better user experience.

After only 120 days:

- Monthly users have gone up 30%.
- Bounce Rate off the site reduced by 58.4%.
- PSR has DOUBLED the amount of key terms ranking in the top 10.
- PSR is now competing with IBM for keywords with IBM in them!
- New Users to the site went up by 26.58%.

Start your SEO Journey

Sign up for a Free Assessment of your site

About TSL Marketing and PSR

TSL Marketing is a global integrated agile marketing agency serving the B2B Tech space. We help our customers grow their business through advanced digital marketing and a closed-loop approach to generating and nurturing qualified sales opportunities. To learn more about TSL, visit us at www.tslmarketing.com

PSR is dedicated to supporting IBM mainframe clients throughout the U.S. They help their clients become better mainframe users by optimizing their mainframe experience wherever they are in their mainframe journey. To learn more about PSR, head to www.psrinfo.com