

MiTio Increased Their Conversions By 4,000% Through SEO-Focused Content Strategy

MiTio offers opportunities to bilingual individuals to become certified Medical Interpreters or Translators through their flexible courses. They help jump-start careers by helping individuals gain the skills and experience they need to succeed by offering course options such as live-training and internship opportunities to gain the skills & confidence they need to transform their bilingual ability into a vibrant career.

Prior to working with Search Bloom, MiTio was seeing mixed results in gaining more traffic to their site and ranking high on Google for certain keywords. Working together and trusting the strategies Search Bloom suggested, such as creating priority pages, on-page optimization, and SEO-focused content strategy, MiTio ranked #3 on Google for "Spanish Interpreter" & ranked #4 on Google for "Medical Translator," and were blown away with their 4,000% increase in conversion plus a 170% increase in organic traffic.

The Results

↑ **4,000%**
Increase in Conversions

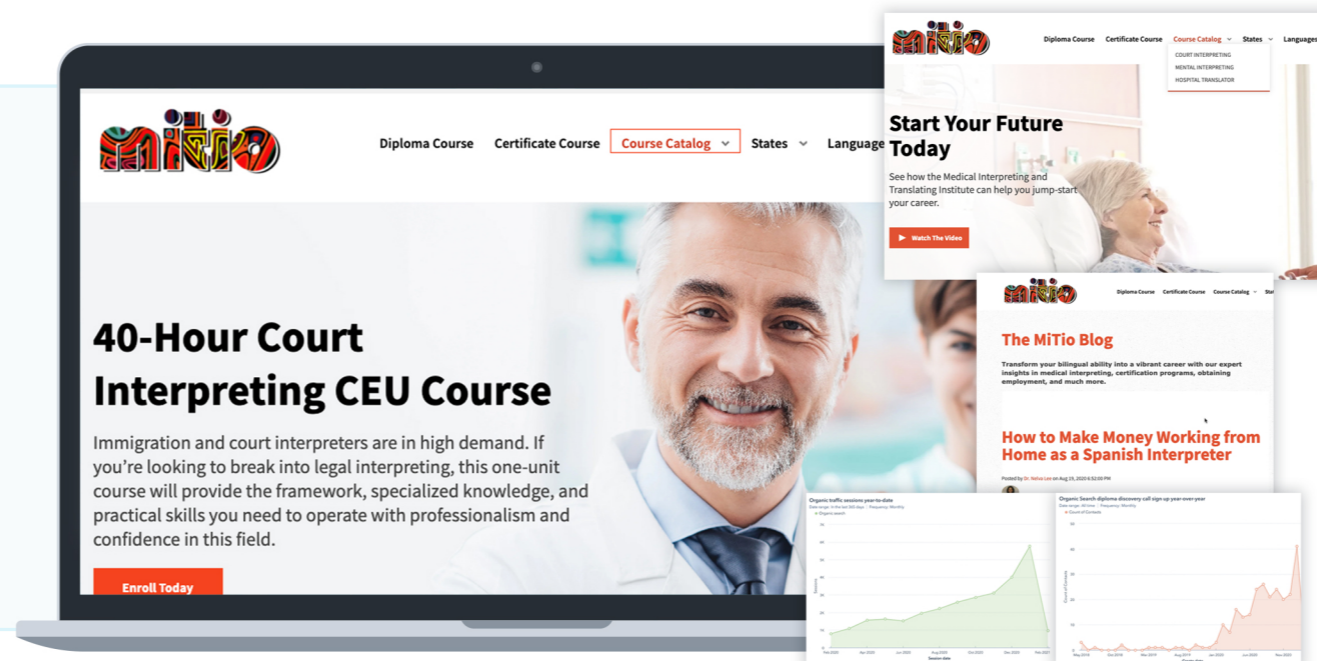
↑ **170%**
Increase in Organic Traffic

#3 Google Result
For "Spanish Interpreter"

#4 Google Result
For "Medical Translator"

How We Did It:

- Creation Of Priority Pages
- On-Page Optimization
- SEO-Focused Content Strategy
- Internal Linking Blog Content
- Authority Building



“We were originally hesitant on whether Search Bloom was going to pan out for us due to the fee being higher compared to other agencies we had seen in the past, but we knew this had to be done if we wanted to take the next step to be ahead of our competitors. After the first month, we were able to see the results improve instantly.”

Donnie Lee – Chief Strategy Officer | MiTio