

BENTO FOR BUSINESS

Case Study



Client website

www.bentoforbusiness.com

Campaign

Web Design | SEO | Rescue Mission

Type



Contact Us

375 Commack Rd., Deer
Park, NY 11729



(855)969-5541



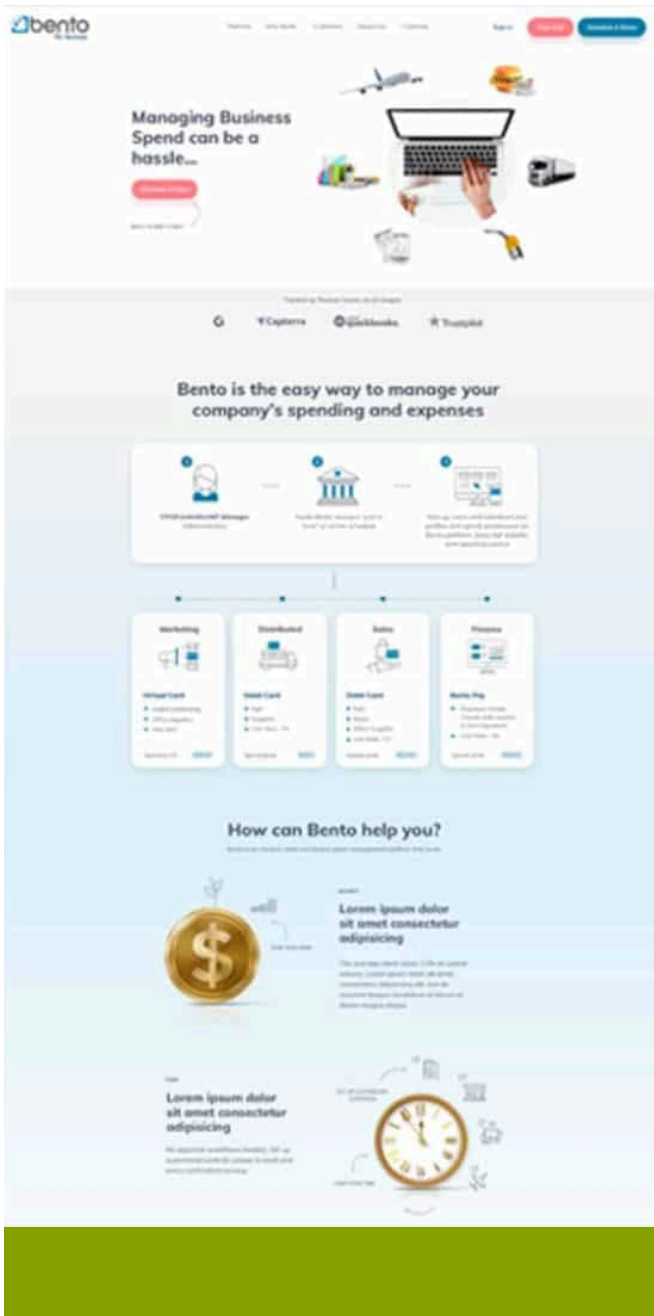
contact@designmemarketing.com



www.designmemarketing.com

Bento For Business

Bento for Business offers control over company spending and expenses all on one innovative platform.




The Project Overview

When we connected with Bento, they were frustrated with a developer that had been working on a website revamp. Not only was the new look and feel not what they had envisioned, but the company they trusted put no thought to maintaining their file path and url structure. Yikes! This can be fatal to a businesses current organic rankings.

Bento for Business needed a company that would build an amazing site but also carefully transfer the the url structure. The Design ME team performed both of these tasks successfully many times before. After offering an initial consultation, Bento chose Design ME to accomplish what they had been trying to do for quite some time.

Contact Us

 (855)969-5541

 375 Commack Rd., Deer Park, NY 11729

 contact@designmemarketing.com

 www.designmemarketing.com

Bento For Business

Bento for Business offers control over company spending and expenses all on one innovative platform.




The Solution

Design ME introduced and performed the following solutions:

- ✓ Website Development – UI/UX
WordPress
- ✓ White Hat Search Engine
Optimization
- ✓ Strategic Backlinking
- ✓ Maintain file paths for SEO
integrity
- ✓ Site conversion consultation
- ✓ Integration with Pardot
- ✓ AdWords Campaign Strategy
and Implementation
- ✓ Ongoing site Development and
Content Creation

Contact Us

 (855)969-5541

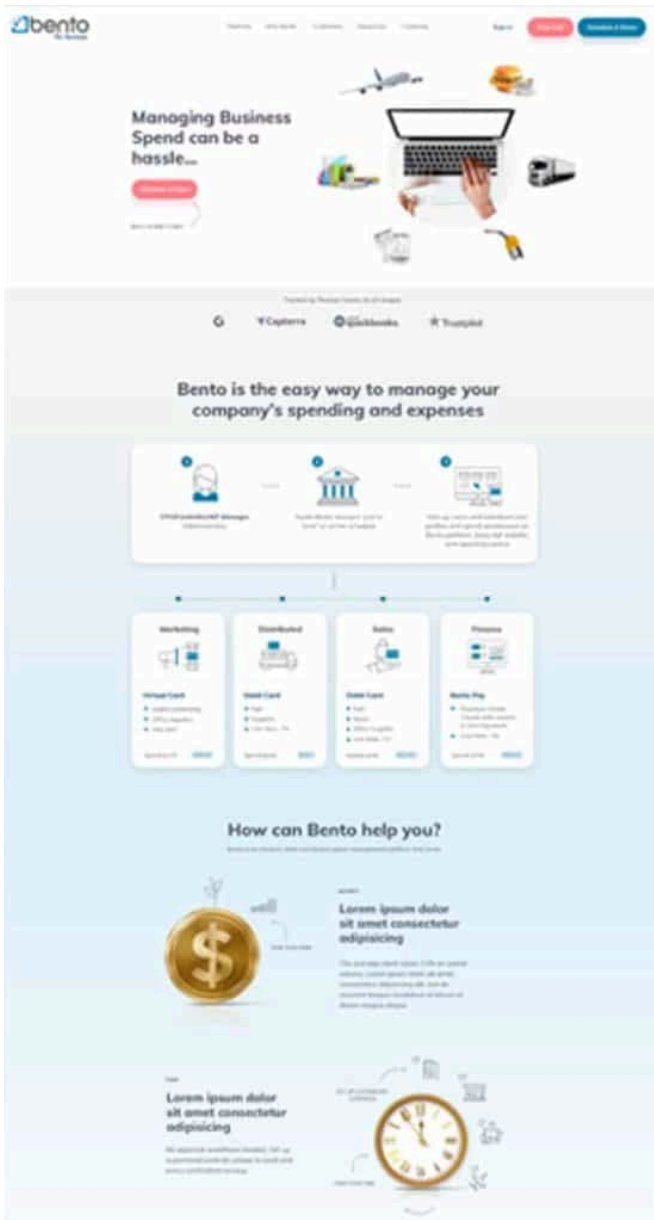
 375 Commack Rd., Deer Park, NY 11729

 contact@designmemarketing.com

 www.designmemarketing.com

Bento For Business

Bento for Business offers control over company spending and expenses all on one innovative platform.



The Experience


The Design ME team got to work. We kicked off with a detailed design session to make sure that the vision of the Bento team was clearly communicated and understood. They had been through a lot and we wanted to make sure that the experience was nothing short of amazing.

We were so happy when the initial homepage concepts were met with excitement. It was clear that the Design ME UI/UX Graphic Designers were off to a great start. With clear communication and teamwork, each page was designed and coded.

Transferring the blogs and articles took extra special care as the file paths needed to be maintained with extreme precision. This was completed with success and the site launched on time and, based on the client's feedback, the Design ME team nailed it!

The client was so happy with the results that they elected to shift all marketing efforts to our digital marketing team. To date, we have nearly doubled the companies organic traffic with on-page and off-page efforts and managing AdWords to convert more customers than ever through PPC.

Contact Us

 (855)969-5541

 375 Commack Rd., Deer Park, NY 11729

 contact@designmemarketing.com

 www.designmemarketing.com

Performance Analysis

Organic Search Growth:



The site ranks for **7,200 organic keywords**, with **213 keywords in the top 3 positions**, significantly boosting visibility.

Keyword Rankings:



Important terms like “**spend management strategies**” improved to **3rd position**, while other high-value terms like “**ghost card**” and “**p-card meaning**” hold the **#1 position**.

Domain Authority Boost:



The **Domain Rating (DR) increased to 54**, and **URL Rating (UR) improved to 30**, helping improve credibility and rankings.

Branded vs. Non-Branded Traffic:



Non-branded traffic makes up 5,600 visitors, accounting for a **17.86% increase**, helping capture a broader audience beyond direct brand searches.

Paid Search Reduction:



While paid traffic decreased to **346 visits**, SEO-driven traffic growth compensated for the reduction, improving cost-efficiency.

Traffic Increase:



Organic traffic has grown from **3764 visitors** to **10,600 visitors**, contributing to **\$24,000 in estimated traffic value**, demonstrating strong lead potential.

Backlink Expansion:



The site now has **4,900 backlinks** and **2,000 referring domains**, with **446 new referring domains added** in the last year, strengthening domain authority.

SERP Features & Click-Through Rate (CTR):



The site appears in **590+ featured snippets and organic search results**, increasing CTR and brand exposure.

Traffic Stability:



Despite fluctuations in paid search, organic traffic has remained stable, with **9,000 organic visits**, showing long-term SEO success.

Major Increase in Completed Applications:



The biggest win—**Bento for Business went from 8-10 completed applications per week to 30-40**, directly achieving their main goal and dramatically improving customer acquisition.

Contact Us



(855)969-5541



375 Commack Rd., Deer Park, NY 11729



contact@designmemarketing.com



www.designmemarketing.com

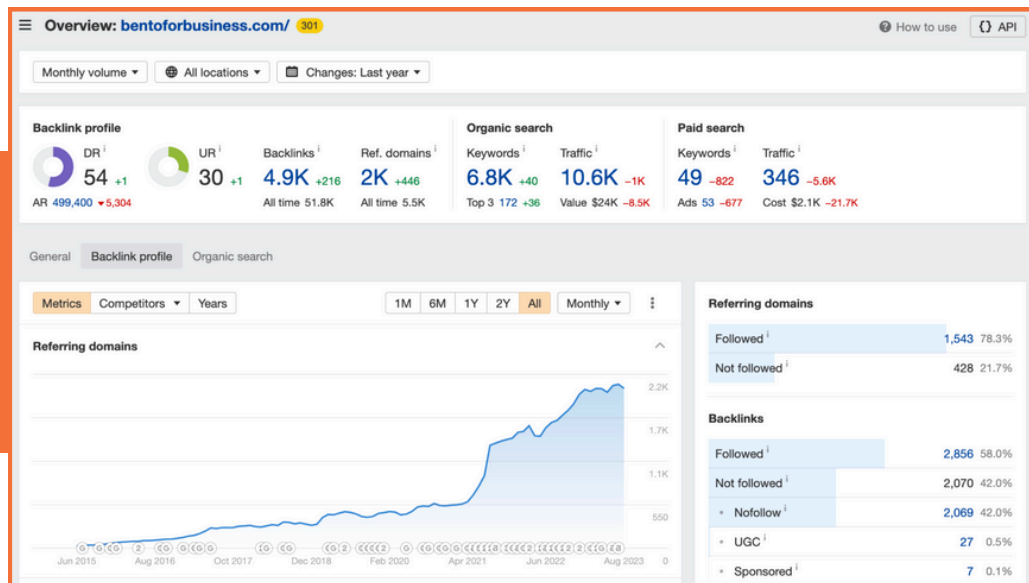
Performance Analysis

Keyword Ranking

Current Rankings of Keywords				
KEYWORD	GOOGLE	GOOGLE CHANGE	BING	TAGS
★ spend management strategies	3 rd	↑1	17 th	
★ spend management strategy	4 th	—	24 th	
☆ what is a pcard	1 st	↑2	1 st	
☆ ghost card	1 st	—	1 st	
☆ ghost credit card	1 st	↑1	1 st	
☆ p card meaning	1 st	↑2	2 nd	
☆ pcards	1 st	↑1	3 rd	
☆ what is a ghost card	1 st	—	1 st	
☆ commercial debit card	1 st	—	12 th	

After Design Me

6,800 Total Keywords Ranked For



584% INCREASE!

Contact Us



(855)969-5541



contact@designmemarketing.com



375 Commack Rd., Deer Park, NY 11729



www.designmemarketing.com

Additional Organic Keywords

7.2K Additional Organic Keywords are Ranking

213 Keywords are Ranking in Top 3 positions(Added in Excel File)

345+ Keywords are Ranking in Top 10 positions(Added in Excel File)

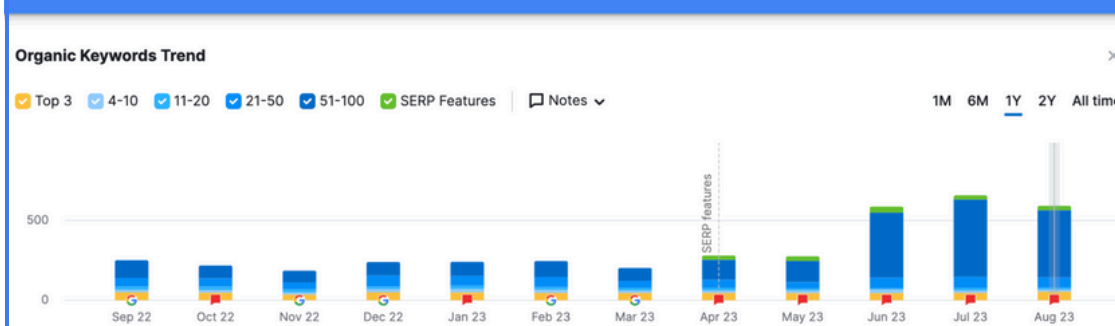
600+ Keywords are Ranking in Top 20 positions(Added in Excel File)

2100+ Keywords are Ranking in Top 20 positions(Added in Excel File)




Top Pages With Higher Traffic

Bentoforbusiness.com - Ranking for 590+ Organic Keywords



Look At These Results!
LEADS LEADS LEADS!

Contact Us

 (855)969-5541

 375 Commack Rd., Deer Park, NY 11729

 contact@designmemarketing.com

 www.designmemarketing.com



READY TO COLLABORATE?
GET IN TOUCH

Contact Us

375 Commack Rd., Deer
Park, NY 11729

 (855)969-5541

 contact@designmemarketing.com

 www.designmemarketing.com