

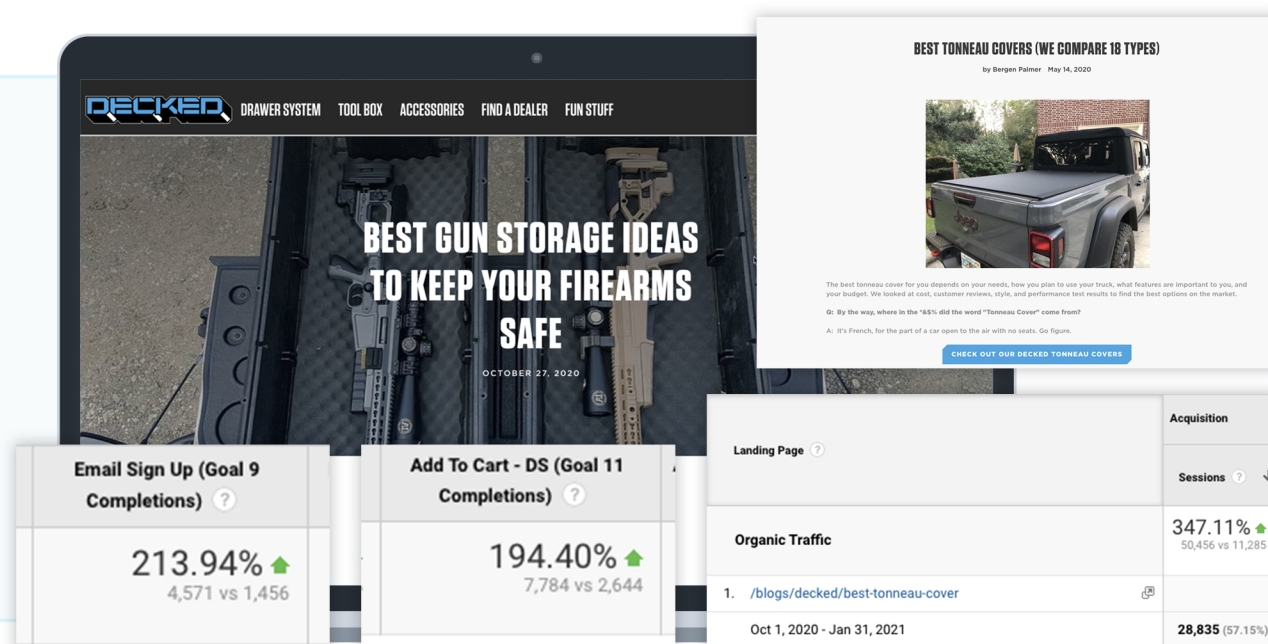
# DECKED Increased Their Revenue By 146% Through SEO-Focused Content Strategy

DECKED innovated the in-vehicle storage that we know today through their customized truck toolbox and drawers that are proudly made in America from 100% recycled High-Density Polyethylene (HDPE) and steel subframe. With over 5,000 verified reviews, DECKED strives to create a "work smarter, play harder" lifestyle for their customers.

Wanting to have their brand name heard, DECKED knew their target audience would love the services they offer but needed a bit of guidance getting them to know who they were. So they turned to KlientBoost to help them with their SEO strategy. Using SEO-focused content strategy and on-page optimization, DECKED increased their social following by 347% as well as a 214% increase in organic email sign-ups resulting in a 194% increase in conversions and a 146% increase in revenue.

## How We Did It:

- SEO-Focused Content Strategy
- On-Page Optimization
- Internal Linking Blog Content
- Increasing CTAs on Blog Page



"We wanted to improve our conversion rate on our website. We picked KlientBoost because they added the most value during the sales process. We have seen immediate revenue impact. They have great experience and are able to design high-impact tests that can drive revenue for us. We've already seen increased conversion rates for several of our funnel steps, and can see the revenue coming in. I've worked with MANY MANY MANY consultants, services, software companies, vendors, etc. over the years. The folks at KlientBoost are top-notch. They're smart, responsive, care, and are total class acts. Most importantly, they add tremendous value at every step. Their proactiveness is unmatched, their expertise and results are great to see, and their communication is beyond excellent. Thanks so much for all you do!

**Delamon Rego** – VP of Business Development | DECKED

## The Results

↑ **194%**  
Increase in Conversions

↑ **83%**  
Increase in Organic Traffic

↑ **146%**  
Increase in Revenue

↑ **214%**  
Increase in Organic Email Signups