

CASE STUDY

QUALITY OVER QUANTITY: HOW HIGH-INTENT SEO DELIVERED 26% MORE LEADS



Executive Summary

Client: Bartlett Blinds, a local window treatment provider specializing in custom blinds, shades, and shutters

Challenge: Despite consistent traffic levels, lead generation remained unpredictable with volatile monthly performance swings of up to 116%.

Our Approach: After analyzing the disconnect between traffic spikes and lead conversion, we shifted focus from chasing traffic volume to optimizing ranking positions for bottom-funnel, commercial intent keywords.

Key Results:



- 26% above monthly lead targets consistently



- Maintained predictable lead generation despite 252% traffic volatility



- 5 to 7% organic conversion rate vs. 1 to 3% from total traffic sources



- 400% growth in Top 4 to 10 keyword rankings



- 36% reduction in unranked keywords



The Challenge: When More Traffic Doesn't Mean More Business

Bartlett Blinds came to us with what looked like a digital marketer's dream problem: their website traffic was exploding. In just two months, they saw visitor counts jump by 220%.

Most agencies would've been celebrating. Dashboard metrics looked fantastic. Monthly reports would've been filled with impressive upward trending graphs. But here's what those dashboards weren't showing: qualified leads actually dropped during that traffic surge.

The best performing month delivered 116% more qualified leads than the lowest month, yet it had 69% less traffic. This revealed an important insight: traffic volume and lead quality weren't correlating as expected.



The Real Problem Beneath the Surface

When we dug into the data, we uncovered a troubling pattern:

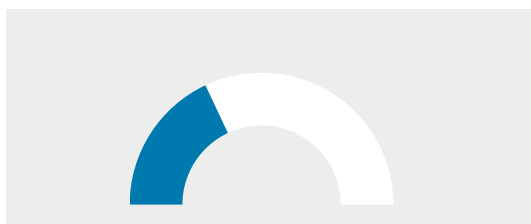
The Traffic Quality Crisis:



Total traffic fluctuated wildly with a 252% swing between lowest and highest months



Organic traffic remained relatively stable with only $\pm 30\%$ variance



Organic traffic remained relatively stable with only $\pm 30\%$ variance



Qualified leads tracked closely with organic stability, not total traffic spikes

The Conversion Rate Gap:



- Organic traffic converted at 5.1%
- Total traffic converted at only 3.0% during the same period
- Traffic spikes were bringing the wrong audience

Bartlett Blinds wasn't facing a visibility problem. They had an opportunity to better align their traffic with buyer intent. The traffic surges were coming from informational queries (people researching "how to measure windows" or "DIY blind installation tips") while the highest converting traffic came from customers ready to buy custom window treatments.

Our Approach: The Traffic Decoupling Strategy



Bartlett Blinds wasn't facing a visibility problem. They had an opportunity to better align their traffic with buyer intent. The traffic surges were coming from informational queries (people researching "how to measure windows" or "DIY blind installation tips") while the highest converting traffic came from customers ready to buy custom window treatments.



Phase 1: Diagnostic Deep Dive

First, we needed to understand exactly where the traffic was coming from and why it wasn't converting.

What we discovered:



Traffic spikes of 120% to 235% came from top of funnel educational content



These visitors were in research mode, not buying mode



They had no immediate intent to purchase custom blinds



Meanwhile, position 1 to 10 rankings for product specific keywords (like "motorized blinds" and "blackout shades installation") were driving 5 to 7% conversion rates

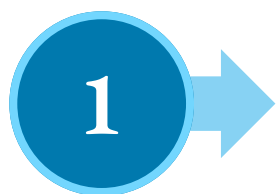
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Phase 2: Strategic Pivot to Position Over Volume

We made a contrarian decision that most agencies would resist: we stopped trying to increase traffic.

Instead, we laser-focused on three priorities:



Bottom-Funnel Keyword Optimization

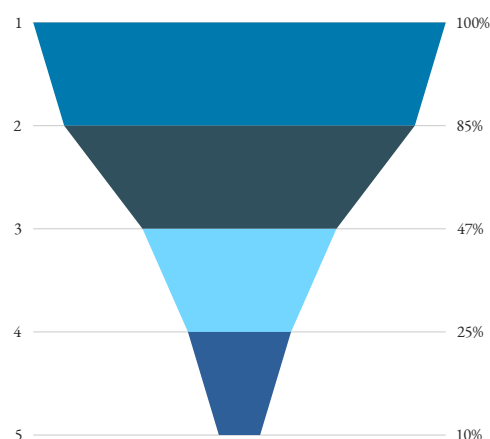
We ruthlessly prioritized keywords that indicated purchase intent:

1. "Custom blinds [city name]"

1. "Motorized shade installation"

1. "Blackout shades near me"

1. "Professional blind installation services"

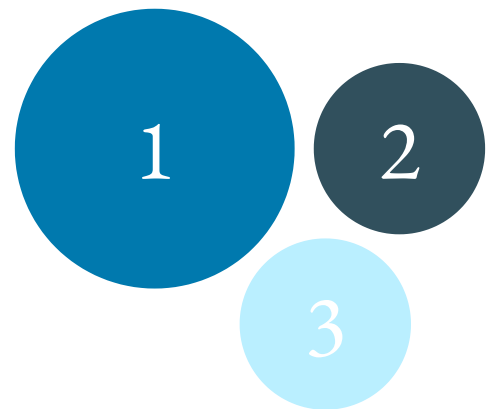


Bottom-Funnel Keyword Optimization We ruthlessly prioritized keywords that indicated purchase intent:



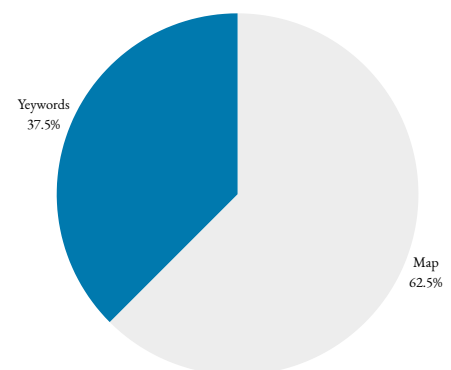
Position Improvement Over Keyword Expansion
Rather than chasing hundreds of new keywords, we focused on moving existing ranked keywords up the ladder:

1. **Keywords ranking #15 to push to #8**
2. **Keywords ranking #8 to push to #3**
3. **Keywords ranking #3 to defend and maintain**



Map Pack Dominance as Conversion Foundation
With 60% of keywords already in Top 3 map pack positions, we:

1. **Maintained that strong local presence**
2. **Built organic rankings as complementary support**
3. **Recognized that map pack was the primary lead driver**





Phase 3: Ignoring the "Vanity Metrics"

Here's where things got interesting. When traffic hit its highest point (the peak of the campaign) but leads stayed relatively modest, most agencies would panic.\

They'd recommend:

"We need to fix your conversion funnel!"



"Let's do landing page A/B testing!"



"Your site isn't converting this traffic!"



We did the opposite. We recognized that traffic as noise, not signal. The wrong audience finding the site didn't require conversion optimization. It required ignoring that traffic entirely and staying focused on organic traffic from positions 1 to 10.

The Discipline of Saying "No"



September brought another decision point. Traffic had spiked significantly. Any agency would want to "sustain that momentum" with content marketing, blog posts, and educational guides. We said no.

We knew that content would drive more of the wrong traffic. Instead, we:



Continued optimizing for commercial-intent keywords



Tracked only organic traffic from Top 10 positions



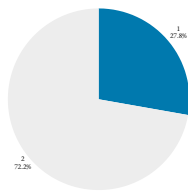
Focused on product and location-specific terms



Measured success by qualified leads, not total visitors

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Lead Generation Performance



Performance:

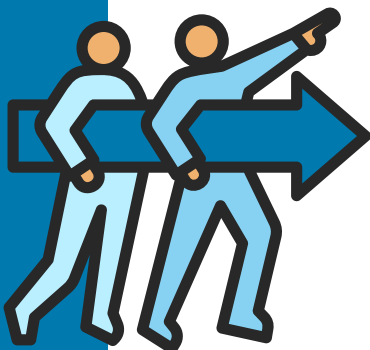
26% above target consistently



Consistency:

Maintained steady lead flow despite extreme traffic volatility

The Traffic to Lead Decoupling Proof



Starting point: Baseline traffic to baseline qualified leads (3.0% conversion)



Peak traffic month: 200% traffic increase to only 17% lead increase



Result: 3x traffic increase = only 1.16x lead increase

Organic Efficiency Validation

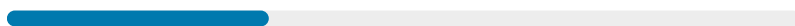
Starting point:

Baseline organic visitors to baseline qualified leads (5.1% conversion)



Growth period:

48% increase in organic visitors to 33% increase in qualified leads



Proof:

Organic traffic converts at 5 to 7%, total traffic at 1 to 3%



Ranking Position Impact



Top 3 rankings: 14% improvement



Top 4 to 10 rankings: 400% growth



Not in Top 100: 36% reduction in unranked keywords

The real magic? These lead numbers stayed consistent month after month, regardless of total traffic fluctuations.

What This Means for Your Business

If you're a local service business (contractors, home services, B2C appointments), this case study should fundamentally change how you think about SEO.

The Core Lesson: Quality Over Quantity

In transactional local services, organic traffic quality from positions 1 to 10 matters exponentially more than total traffic volume.

The formula that works:



High quality traffic from
commercial intent keywords
ranked in top positions



Will always
outperform



10x the volume of traffic
from informational
educational content



Stop Optimizing for Traffic

Most agencies will show you traffic graphs and celebrate increases. But ask them this:

"What percentage of that traffic has commercial intent?"

If they can't answer that question with data, they're optimizing for the wrong metric.

The Three Questions to Ask **Your SEO Agency**

01

"Are you tracking organic traffic separately from total traffic?"

- If not, they can't tell you what's actually working

02

"What's the conversion rate difference between our Top 10 organic traffic vs. all other traffic?"

- This reveals whether they understand traffic quality

03

"How many of our target keywords have commercial vs. informational intent?"

- This shows whether they're chasing volume or value

Key Takeaways



Ranking position quality (positions 1 to 10) drives conversion at 5 to 10x higher rates than traffic volume

For Local Service Businesses:



Map pack dominance + Top 10 organic rankings = predictable lead generation



Total traffic is a vanity metric. Focus on commercial intent organic traffic only

For Your SEO Strategy:



Stop chasing broad keyword expansion. Focus on moving existing keywords up in rankings



Ruthlessly prioritize bottom funnel keywords with purchase intent



Ignore traffic spikes that come from informational content



Measure success by qualified leads per organic visitor, not total traffic

The Uncomfortable Truth: More traffic sounds great in reports. But if it's the wrong traffic, you're just paying to host tire-kickers who will never convert.

We partnered with Bartlett Blinds to shift focus from vanity metrics to what actually matters: connecting with the right people when they're ready to buy.

Ready to Focus on Quality Over Quantity?



If your traffic is up but your leads are flat, you might be facing the same challenge Bartlett Blinds overcame.

The question isn't "how do we get more traffic?"

The question is "how do we get more of the right traffic?"

We'd love to show you how we answer that question for businesses like yours.

[Contact us](#) to discuss how we can help you generate predictable leads—regardless of what your traffic numbers do.