



FOR IMMEDIATE RELEASE

Contact: Peg McDermott (peg@cogointeractive.com)

February 20, 2025

Cogo Interactive Drives 74% Sales Growth for Leading Mediation Firm Through Digital Transformation

WASHINGTON, DC — Cogo Interactive, a premier digital marketing and web development agency, has successfully transformed the online presence of Alternative Resolutions, a leading mediation firm in the Washington DC Metro area, resulting in a remarkable 74% increase in sales and 350% growth in website traffic.

The comprehensive digital transformation strategy implemented by Cogo Interactive demonstrated the agency's expertise in combining strategic web development, search engine optimization (SEO), and content marketing to achieve measurable business results.

"This case study exemplifies our data-driven approach to digital transformation," said Peg McDermott, President at Cogo Interactive. "By implementing a holistic digital strategy that encompassed website development, SEO, and content marketing, we were able to significantly enhance Alternative Resolutions' online visibility and business growth."

Key achievements of the digital transformation include:

- * First-page Google rankings for over 55 search terms
- * 71% of web traffic generated through organic search
- * 80% new visitor acquisition rate



- * 350% increase in website traffic
- * Successful lead generation through downloadable content
- * Enhanced thought leadership positioning through LinkedIn and blog strategy

The project began with a complete website redesign, incorporating professional photography and client testimonials to showcase Alternative Resolutions' 30-year expertise in mediation, arbitration, and facilitation. Cogo Interactive's SEO team implemented both on-page and off-page optimization strategies, including comprehensive keyword research, meta data optimization, and strategic content development.

A key component of the strategy involved creating downloadable resources that served dual purposes: lead generation and establishing Alternative Resolutions' president, Ellen Kandell, as an industry thought leader. The implementation of detailed analytics and reporting systems allowed for continuous optimization of the digital strategy.

"The results achieved for Alternative Resolutions demonstrate Cogo Interactive's ability to deliver comprehensive digital solutions that drive measurable business growth," added Peg McDermott. "Our approach combines technical expertise with strategic marketing insights to create sustainable online success for our clients."

For more information about Cogo Interactive's digital transformation services, visit <https://cogointeractive.com/>

About Cogo Interactive

Cogo Interactive is a full-service digital marketing agency specializing in web development, SEO, content marketing, and social media strategy. The agency helps businesses achieve measurable growth through data-driven digital solutions, exceptional web design, and strategic marketing expertise.

###