

GLOBAL
CAPITAL
PARTNERS FUND LLC
DIRECT LENDERS NATIONWIDE



GLOBAL CAPITAL PARTNERS FUND LLC

A CASE STUDY

Establishing a digital presence through
stellar Search Engine Optimization



By creating a holistic SEO strategy, Content Development Pros **increased website traffic by 59%** between **2018 and 2022**, gave the client's website authority positions for industry-relevant keywords, **and helped bolster the number of backlinks and referring domains.**



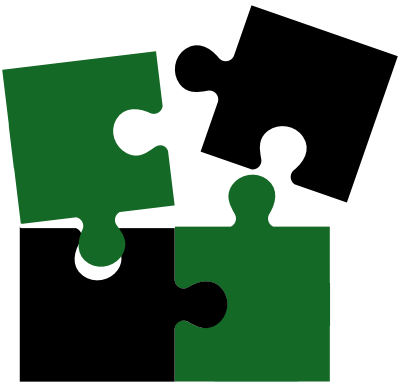
A LITTLE ABOUT Global Capital Partners

Operating in New York City, Global Capital Partners is a commercial lender offering business clients effective financial solutions. GCP's main areas of work include:

- Acquisition financing
- Bridge financing
- Hard money loans
- Construction loans
- Permanent financing
- Structured joint venture financing
- Private lending
- Commercial real estate financing
- Mezzanine financing

An increased focus on customer-centricity and convenience has become one of the most prominent reasons Global Capital Partners has been able to provide effective financial solutions. They've allocated over \$2 billion towards transactions and built a rapport in the industry for their quick processing and easy-to-fill loan applications.

Be it development, equipment, land, or mortgages, their experience in the loan financing industry has allowed them to close loans swiftly, whether of \$1 million or \$100 million.



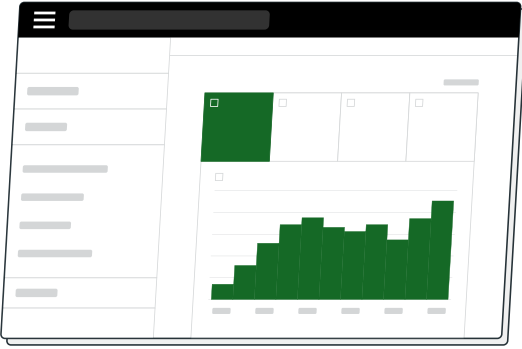
MARKETING INCOHERENCE: **The Challenge**

Although GCP had the capability to offer state-of-the-art financing solutions to clients all around the country, its inbound marketing strategies still needed work. Throughout the course of action, it's essential to remember that SEO is a long-term strategy that starts bearing fruit after six months or a year of implementation. One of the most prominent ways this can be achieved is through the website's age and history.

GCP had established limited web authority since 2017 but was faltering when it came to SEO. GCP's website was not showing up for organic search results, and its overall visibility on the digital forefront was subpar. Between December 15th, 2017, till June 15th, 2018, the website managed to attract only 3,527 visitors through organic search. The further lack of coherency was hurting the business's bottom line.



This was exactly why GCP decided to partner with Content Development Pros (CDP). Our job was to transform a meager online presence into a robust and promising marketing funnel that GCP could use to increase visibility. After a brief analysis of the website and its operational history, CDP concluded that the lack of a targeted content marketing approach was the core of the problem. Due to a limited reach and no high-performing keywords, the company couldn't attract the relevant target audience. This ultimately contributed to low returns, inflated expenses, and a diminishing revenue stream.



EDUCATED INTERVENTION: Rejuvenating Inbound Marketing

Needless to say, SEO was an integral tool of the strategy CDP utilized.

The products or services GCP was offering to its targeted segment were specific and focused. After a series of trial and error attempts, CDP drafted an initial course of action to optimize GCP's online presence. A multi-pronged marketing strategy was devised, which focused on building long-term and profitable relationships with GCP's clients. Several integral elements played a role in CDP's execution strategy.

Listed below are the deliverables CDP promised and the steps that were taken to formulate a top-notch digital presence:

- ✓ The creation of a content plan that included the most relevant keywords for the business (both long- and short-tail) along with topics



- ✓ Creating social media posts for GCP for content promotion
- ✓ Creating and publishing blogs, videos, and infographics to improve GCP's online presence, the overall traffic, and backlink acquisitions
- ✓ Creating classified ads to promote GCP's website
- ✓ Creating business profiles for GCP to get them listed on online directories for increased awareness
- ✓ Writing monthly press releases to increase online reach
- ✓ Identifying and utilizing link building opportunities help earn backlinks for quality SEO
- ✓ Updating and improving the website's performance by making necessary changes to ensure a seamless user experience
- ✓ Monitoring changes in keywords rankings, increase (or decrease) in traffic engagement data, and then taking corrective measures

To ensure GCP and CDP were always on the same page, CDP periodically shared data of the metrics they were tracking and the outcomes of their marketing strategy. Although CDP's implementation tactics were top-of-the-line, it took on an approach of transparency to ensure GCP always knew when things were working and when they weren't. These reports included data points like:



The results achieved



Metrics for content marketing



Recommendations for the future



The activities performed



CONSOLIDATED Results

Website Traffic: Yearly Breakdown

Through a dedicated approach towards content marketing and backlinks, GCP saw a gradual increase in the number of people visiting its website. Between 2018 till 2021, the company observed a significant improvement in website traffic. Figure 1 (listed below) shows that growth.

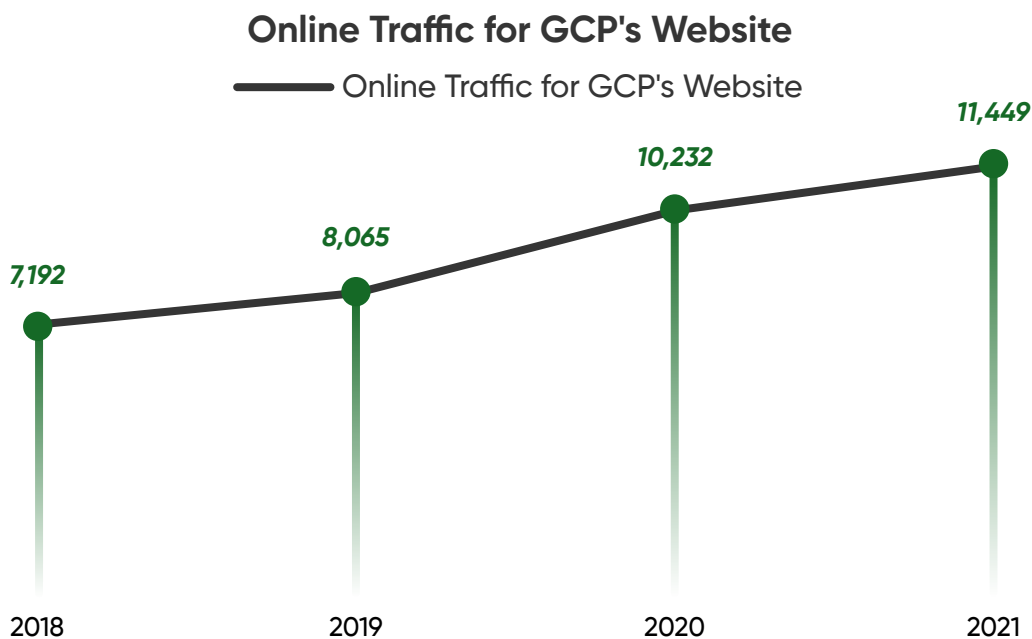


Figure 1 - of Online Traffic



Conversions

In 2019, conversion tracking was set up. Figures 2 - 4 show the number of yearly organic website visitors that filled out the contact form listed on GCP's website.

Jan 1, 2019 - Dec 31, 2019	
Conversions Goal 3: Thank You Page	
Thank You Page (Goal 3 Conversion Rate)	Thank You Page (Goal 3 Completions)
4.40% Avg for View: 3.87% (13.82%)	463 % of Total: 62.57% (740)

Figure 1 - of Online Traffic

Jan 1, 2020 - Dec 31, 2020	
Conversions Goal 3: Thank You Page	
Thank You Page (Goal 3 Conversion Rate)	Thank You Page (Goal 3 Completions)
4.30% Avg for View: 4.32% (-0.42%)	551 % of Total: 53.65% (1,027)

Figure 1 - of Online Traffic

Jan 1, 2021 - Dec 31, 2021	
Conversions Goal 3: Thank You Page	
Thank You Page (Goal 3 Conversion Rate)	Thank You Page (Goal 3 Completions)
3.64% Avg for View: 3.77% (-3.40%)	511 % of Total: 50.30% (1,016)

Figure 1 - of Online Traffic



Keyword Ranking

As mentioned above, GCP lacked a targeted keyword approach. It essentially had no presence, acquired minimal priority positions for relevant search queries, and was not being found by its target market.

CDP took on a sequential approach to improve GCP's search engine rankings. Four different campaigns were executed, targeting different keywords. The keywords targeting in this approach are currently ranking.

Figures 5 - 9 (listed below) show the difference in ranking positions before and after CDP's much-needed intervention.

S. No.	Keywords	Starting Point	Current
1	Asset based financing NY	N/A	1
2	bridge loan financing ny	Not Ranked	1
3	commercial hard money lenders nyc	N/A	1
4	construction financing solutions NY	N/A	1
5	Hospitality acquisition finance NY	N/A	1
6	Interim Construction Loan ny	47	1
7	Joint venture financing NY	N/A	1



S. No.	Keywords	Starting Point	Current
8	mezzanine property financing solutions NY	N/A	1
9	Multi-family properties acquisition NY	N/A	1
10	NY Bridge Financing	N/A	1
11	Permanent commercial financing NY	N/A	1
12	Permanent financing NY	N/A	1
13	private commercial lending NY	N/A	1
14	Short term Bridge financing NY	N/A	1
15	Short term Bridge Loans NY	N/A	1
16	Structured joint equity financing NY	N/A	1
17	Structured joint venture financing	2	1
18	Warehouse Acquisition Finance NY	N/A	1
19	Acquisition and Development Loan ny	14	3
20	Asset Based Lending New York	N/A	3
21	land development loans new york	41	3



S. No.	Keywords	Starting Point	Current
22	Acquisition funding NY	N/A	5
23	Bridge loans new york	Not Ranked	5
24	construction and development financing NY	N/A	5
25	Acquisition and development financing NY	N/A	6
26	Multi-family properties finance NY	N/A	6
27	mezzanine finance providers	Not Ranked	7
28	New York Bridge Financing	N/A	7
29	commercial financing for acquisition	11	8
30	commercial financing for real estate NY	N/A	8
31	commercial real estate financing NY	N/A	8
32	permanent financing programs	30	8
33	New York land development loan	N/A	9
34	New York Bridge Lenders	N/A	10
35	New York Bridge loans	Not Ranked	10

Figure 5 - Keyword Optimization



In the first campaign, CDP targeted the following keywords for different locations across America:

- Asset based lender
- Asset based lending
- Bridge financing

The results of the first campaign are illustrated through **Figure 6**.

S. No.	Keywords	Starting Point	Current
1	Asset based financing NY	N/A	1
2	bridge loan financing ny	Not Ranked	1
3	commercial hard money lenders nyc	N/A	1
4	construction financing solutions NY	N/A	1
5	Hospitality acquisition finance NY	N/A	1
6	Interim Construction Loan ny	47	1
7	Joint venture financing NY	N/A	1
8	mezzanine property financing solutions NY	N/A	1
9	Multi-family properties acquisition NY	N/A	1



S. No.	Keywords	Starting Point	Current
10	NY Bridge Financing	N/A	1
11	Permanent commercial financing NY	N/A	1
12	Permanent financing NY	N/A	1
13	private commercial lending NY	N/A	1
14	Short term Bridge financing NY	N/A	1
15	Short term Bridge Loans NY	N/A	1
16	Structured joint equity financing NY	N/A	1
17	Structured joint venture financing	2	1
18	Warehouse Acquisition Finance NY	N/A	1
19	Acquisition and Development Loan ny	14	3
20	Asset Based Lending New York	N/A	3
21	land development loans new york	41	3
22	Acquisition funding NY	N/A	5
23	Bridge loans new york	Not Ranked	5



S. No.	Keywords	Starting Point	Current
24	construction and development financing NY	N/A	5
25	Acquisition and development financing NY	N/A	6
26	Multi-family properties finance NY	N/A	6
27	mezzanine finance providers	Not Ranked	7
28	New York Bridge Financing	N/A	7
29	commercial financing for acquisition	11	8
30	commercial financing for real estate NY	N/A	8
31	commercial real estate financing NY	N/A	8
32	permanent financing programs	30	8
33	New York land development loan	N/A	9
34	New York Bridge Lenders	N/A	10
35	New York Bridge loans	Not Ranked	10



S. No.	Keywords	Starting Point	Current
1	asset based lender Cedar Rapids IA	N/A	1
2	asset based lending Cedar Rapids IA	N/A	1
3	asset based lending Davenport IA	N/A	1
4	asset based lending Rochester MN	N/A	1
5	asset based lending Springfield MO	N/A	1
6	bridge financing Minneapolis MN	Not in 200	1
7	bridge financing St Louis MO	Not in 200	1
8	asset based lender Bloomington MN	N/A	2
9	asset based lender Davenport IA	N/A	2
10	asset based lender Evansville IN	N/A	2
11	asset based lender Fort Wayne IN	N/A	2
12	asset based lender Indianapolis IN	N/A	2
13	asset based lender Minneapolis MN	N/A	2
14	asset based lender Rochester MN	N/A	2



S. No.	Keywords	Starting Point	Current
15	asset based lending Warren MI	N/A	2
16	bridge financing Aurora IL	Not in 200	2
17	bridge financing Bloomington MN	Not in 200	2
18	bridge financing Cedar Rapids IA	Not in 200	2
19	bridge financing Davenport IA	Not in 200	2
20	bridge financing Evansville IN	Not in 200	2
21	bridge financing Fort Wayne IN	Not in 200	2
22	bridge financing Grand Rapids MI	Not in 200	2
23	bridge financing Rochester MN	Not in 200	2
24	bridge financing Springfield MO	Not in 200	2
25	asset based lender Springfield MO	N/A	3
26	asset based lender Warren MI	N/A	3
27	asset based lending Aurora IL	N/A	3
28	asset based lending Bloomington MN	N/A	3



S. No.	Keywords	Starting Point	Current
29	asset based lending Des Moines IA	N/A	3
30	asset based lending Evansville IN	N/A	3
31	asset based lending Minneapolis MN	N/A	3
32	asset based lending Naperville IL	N/A	3
33	bridge financing Des Moines IA	Not in 200	3
34	bridge financing Detroit MI	Not in 200	3
35	bridge financing Naperville IL	Not in 200	3
36	hard money loans Bloomington MN	Not in 200	3
37	hard money loans Naperville IL	Not in 200	3
38	hard money loans Rochester MN	Not in 200	3
39	asset based lender Aurora IL	N/A	4
40	asset based lender Naperville IL	N/A	4
41	asset based lending Indianapolis IN	N/A	4
42	bridge financing Indianapolis IN	Not in 200	4



S. No.	Keywords	Starting Point	Current
43	hard money loans Davenport IA	Not in 200	4
44	asset based lender Des Moines IA	N/A	5
45	asset based lender Detroit MI	N/A	5
46	asset based lending Fort Wayne IN	N/A	5
47	bridge financing Kansas City MO	Not in 200	5
48	hard money loans Cedar Rapids IA	Not in 200	5
49	hard money loans Warren MI	Not in 200	5
50	asset based lender St Louis MO	N/A	6
51	asset based lending Detroit MI	N/A	6
52	hard money loans Fort Wayne IN	Not in 200	6
53	asset based lending Kansas City MO	N/A	7
54	hard money loans Evansville IN	Not in 200	8
55	asset based lending St Louis MO	N/A	9
56	hard money loans Aurora IL	Not in 200	9



S. No.	Keywords	Starting Point	Current
57	hard money loans Springfield MO	Not in 200	9
58	asset based lender Grand Rapids MI	N/A	10
59	bridge financing Chicago IL	Not in 200	10

Figure 6 - Mini Campaign 1

In the second campaign, CDP continued its focus on the keyword "asset based lender" for locations across America. **Figure 7** demonstrates the results of the second mini-campaign.

S. No.	Keywords	Starting Point	Current
1	asset based lender Aurora CO	N/A	1
2	asset based lender Colorado Springs CO	N/A	1
3	asset based lender Fort Worth TX	N/A	1
4	asset based lender Cleveland OH	N/A	1
5	asset based lender Cincinnati OH	N/A	1
6	asset based lender Columbus OH	N/A	1
7	asset based lender Denver CO	N/A	1



S. No.	Keywords	Starting Point	Current
8	asset based lender Dallas TX	N/A	1
9	asset based lender Henderson NV	N/A	2
10	asset based lender Green Bay WI	N/A	2
11	asset based lending Aurora CO	N/A	2
12	asset based lender Milwaukee WI	N/A	2
13	asset based lender West Valley City	N/A	2
14	asset based lender Reno NV	N/A	2
15	asset based lender Madison WI	N/A	2
16	asset based lender Provo UT	N/A	2
17	asset based lender Salt Lake City	N/A	2
18	asset based lender Las Vegas NV	N/A	2
19	asset based lender Houston TX	N/A	2
20	asset based lending Colorado Springs CO	N/A	3
21	asset based lending Cincinnati OH	N/A	3



S. No.	Keywords	Starting Point	Current
22	asset based lending Columbus OH	N/A	3
23	asset based lending Cleveland OH	N/A	3
24	asset based lending Dallas TX	N/A	3
25	asset based lending Denver CO	N/A	3
26	asset based lending Milwaukee WI	N/A	4
27	asset based lending Henderson NV	N/A	4
28	asset based lending Green Bay WI	N/A	4
29	hard money loans West Valley City	Not ranked	4
30	asset based lending Houston TX	N/A	4
31	asset based lending Fort Worth TX	N/A	4
32	asset based lending Reno NV	N/A	5
33	asset based lending Provo UT	N/A	5
34	asset based lending Salt Lake City	N/A	5
35	asset based lending Madison WI	N/A	5



S. No.	Keywords	Starting Point	Current
36	asset based lending Las Vegas NV	N/A	5
37	bridge financing Aurora CO	Not ranked	6
38	asset based lending West Valley City	N/A	6
39	bridge financing Cincinnati OH	Not ranked	6
40	bridge financing Cleveland OH	Not ranked	6
41	asset based lending San Antonio TX	N/A	6
42	bridge financing Colorado Springs CO	Not ranked	7
43	bridge financing Fort Worth TX	Not ranked	8
44	bridge financing Columbus OH	Not ranked	8
45	bridge financing Dallas TX	Not ranked	8
46	bridge financing Denver CO	Not ranked	8
47	bridge financing Green Bay WI	Not ranked	10
48	bridge financing Henderson NV	Not ranked	10
49	bridge financing Houston TX	Not ranked	10

Figure 7 - Mini Campaign 2



The third and fourth mini-campaigns focused on strengthening visibility across the board by targeting different regions across America. In almost all of the regions, the visibility of GCP's website was non-existent. With focused keyword targeting the company saw a stark difference in lead generation. **Figures 8 and 9** outline the results of these campaigns.

S. No.	Keywords	Starting Point	Current
1	asset based lender Columbus GA	N/A	1
2	asset based lending Columbus GA	N/A	1
3	bridge financing Columbus GA	Not in 200	1
4	bridge financing Jacksonville FL	Not in 200	1
5	bridge financing Jersey City	Not in 200	1
6	bridge financing Mount Pleasant	Not in 200	1
7	bridge financing Newark NJ	Not in 200	1
8	bridge financing Paterson NJ	Not in 200	1
9	asset based lender Allentown PA	N/A	2
10	asset based lender Augusta GA	N/A	2



S. No.	Keywords	Starting Point	Current
11	asset based lending Augusta GA	N/A	2
12	bridge financing Allentown PA	Not in 200	2
13	bridge financing Augusta GA	Not in 200	2
14	bridge financing Charlotte NC	Not in 200	2
15	bridge financing Greensboro NC	Not in 200	2
16	bridge financing Pittsburgh PA	Not in 200	2
17	bridge financing Tampa FL	Not in 200	2
18	hard money loans Mount Pleasant	Not in 200	2
19	asset based lender Pittsburgh PA	N/A	3
20	asset based lending Allentown PA	N/A	3
21	bridge financing Charleston SC	Not in 200	3
22	bridge financing Columbia SC	Not in 200	3
23	bridge financing Miami FL	Not in 200	3
24	bridge financing Philadelphia PA	Not in 200	3



S. No.	Keywords	Starting Point	Current
25	bridge financing Raleigh NC	Not in 200	3
26	hard money loans Augusta GA	Not in 200	3
27	asset based lender Charleston SC	N/A	4
28	asset based lender Columbia SC	N/A	4
29	asset based lending Paterson NJ	N/A	4
30	asset based lender Paterson NJ	N/A	5
31	asset based lending Pittsburgh PA	N/A	5
32	asset based lender Greensboro NC	N/A	6
33	asset based lender Mount Pleasant	N/A	6
34	asset based lending Charleston SC	N/A	6
35	asset based lender Charlotte NC	N/A	7
36	asset based lending Columbia SC	N/A	7
37	bridge financing Atlanta GA	Not in 200	7
38	hard money loans Paterson NJ	Not in 200	7



S. No.	Keywords	Starting Point	Current
39	hard money loans Charleston SC	Not in 200	8
40	hard money loans Columbus GA	Not in 200	8
41	hard money loans Jersey City	Not in 200	8
42	hard money loans Pittsburgh PA	Not in 200	8
43	asset based lender Jacksonville FL	N/A	9
44	asset based lending Greensboro NC	N/A	9
45	asset based lending Jacksonville FL	N/A	9
46	asset based lending Mount Pleasant	N/A	9
47	asset based lender Newark NJ	N/A	10
48	asset based lender Raleigh NC	N/A	10
49	hard money loans Greensboro NC	Not in 200	10
50	hard money loans Jacksonville FL	Not in 200	10

Figure 8 - Mini Campaign 3



S. No.	Keywords	Starting Point	Current
1	asset based lender Frederick MD	N/A	1
2	asset based lender Knoxville TN	N/A	1
3	asset based lender Norfolk VA	N/A	1
4	asset based lending Knoxville TN	N/A	1
5	asset based lending Norfolk VA	N/A	1
6	bridge financing Annapolis MD	Not in 200	1
7	bridge financing Baltimore MD	Not in 200	1
8	bridge financing Frederick MD	Not in 200	1
9	bridge financing Norfolk VA	Not in 200	1
10	asset based lender Augusta GA	N/A	2
11	asset based lending Augusta GA	N/A	2
12	bridge financing Allentown PA	Not in 200	2
13	bridge financing Augusta GA	Not in 200	2
14	bridge financing Charlotte NC	Not in 200	2



S. No.	Keywords	Starting Point	Current
15	bridge financing Greensboro NC	Not in 200	2
16	bridge financing Pittsburgh PA	Not in 200	2
17	bridge financing Tampa FL	Not in 200	2
18	hard money loans Mount Pleasant	Not in 200	2
19	asset based lender Pittsburgh PA	N/A	3
20	asset based lending Allentown PA	N/A	3
21	bridge financing Charleston SC	Not in 200	3
22	bridge financing Columbia SC	Not in 200	3
23	bridge financing Miami FL	Not in 200	3
24	bridge financing Philadelphia PA	Not in 200	3
25	bridge financing Raleigh NC	Not in 200	3
26	hard money loans Augusta GA	Not in 200	3
27	asset based lender Charleston SC	N/A	4
28	asset based lender Columbia SC	N/A	4



S. No.	Keywords	Starting Point	Current
29	asset based lending Paterson NJ	N/A	4
30	asset based lender Paterson NJ	N/A	5
31	asset based lending Pittsburgh PA	N/A	5
32	asset based lender Greensboro NC	N/A	6
33	asset based lender Mount Pleasant	N/A	6
34	asset based lending Charleston SC	N/A	6
35	asset based lender Charlotte NC	N/A	7
36	asset based lending Columbia SC	N/A	7
37	bridge financing Atlanta GA	Not in 200	7
38	hard money loans Paterson NJ	Not in 200	7
39	hard money loans Charleston SC	Not in 200	8
40	hard money loans Columbus GA	Not in 200	8
41	hard money loans Jersey City	Not in 200	8
42	hard money loans Pittsburgh PA	Not in 200	8



S. No.	Keywords	Starting Point	Current
43	asset based lender Jacksonville FL	N/A	9
44	asset based lending Greensboro NC	N/A	9
45	asset based lending Jacksonville FL	N/A	9
46	asset based lending Mount Pleasant	N/A	9
47	asset based lender Newark NJ	N/A	10
48	asset based lender Raleigh NC	N/A	10
49	hard money loans Greensboro NC	Not in 200	10
50	hard money loans Jacksonville FL	Not in 200	10

Figure 9 - Mini Campaign 4



Domain Authority Statistics

A website's Domain Authority (DA) score indicates the number of relevant backlinks it possesses from reputable websites. Over time, a website's domain authority score can compare the ranking strength or the root domains linking to a site. When CDP took over, GCP had the lowest possible DA score (1). **Figures 10 and 11** show how GCP's domain authority score improved between 2017 and 2022.



Figure 10 - Domain Authority Score in 2017

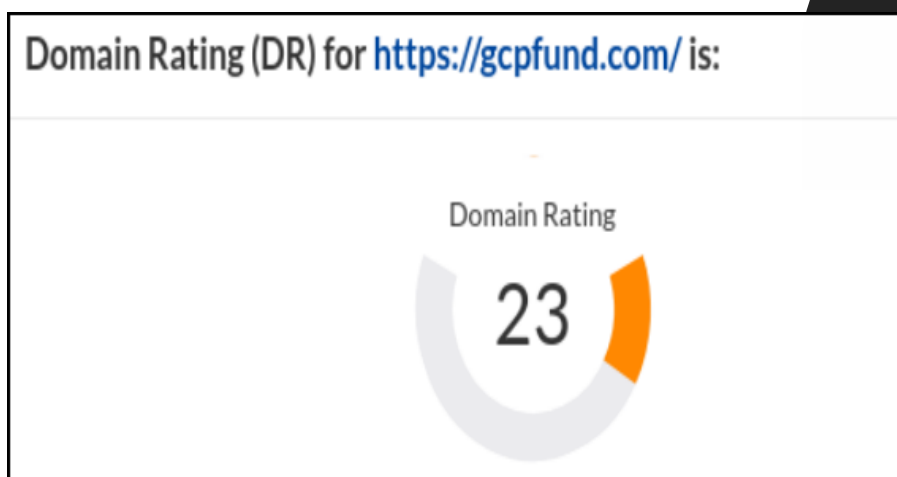


Figure 11 - Domain Authority Score in 2022



Backlinks

In the world of SEO, a backlink is essentially a seal of approval from one website to another. It's a search engine's way of vouching for the content being produced. If a significant number of websites vouch for a single website, it can land the website being linked to a higher rank on a Search Engine's Result Page (SERP).

Before getting CDP on board, GCP had essentially no backlink acquisition strategy. With CDP, however, the number of referring domains and backlinks has been increasing. Figures 12 and 13 (listed below) illustrate that growth.

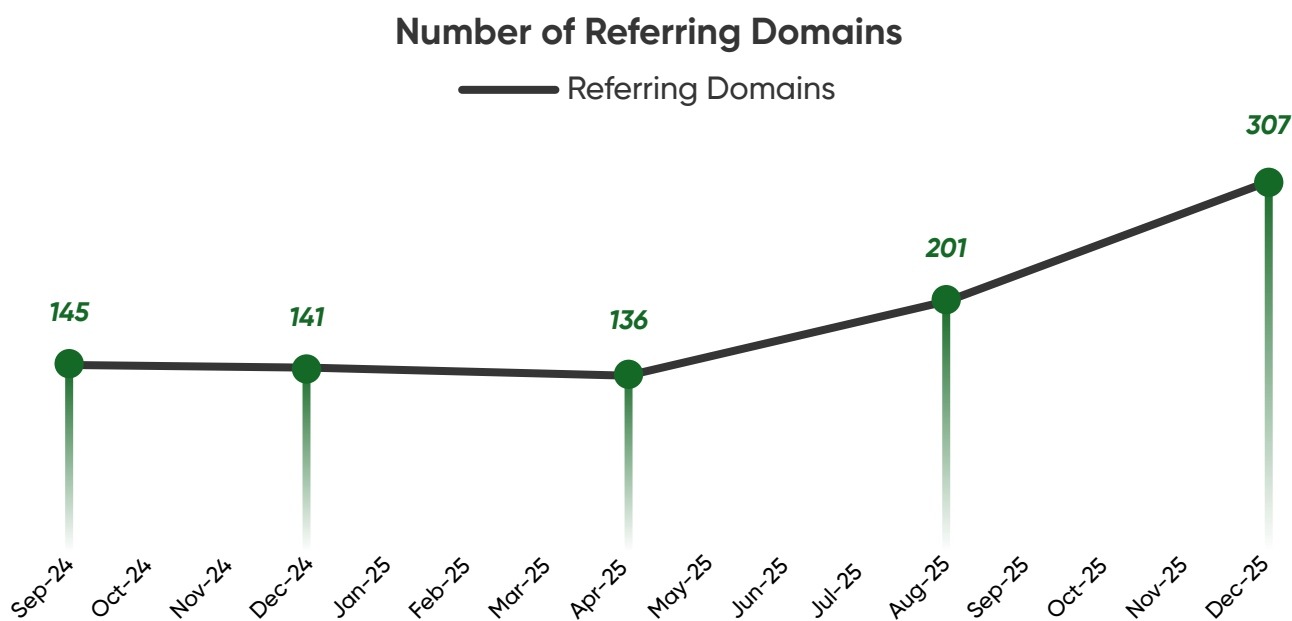


Figure 12 – Number of Referring Domains

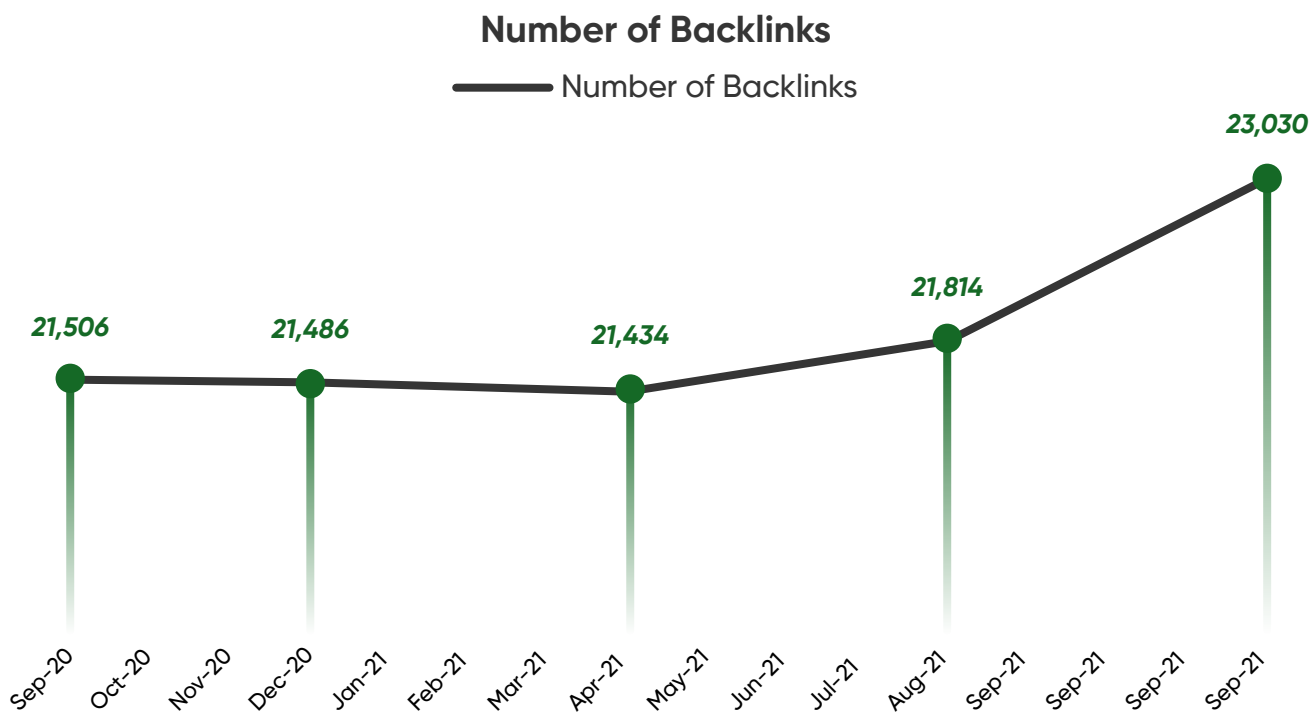


Figure 13 - Number of Backlinks



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Several complex elements combine to form a content marketing strategy that works. At Content Development Pros, we believe in taking on a result-oriented approach that converts customers into loyal apostles through tangible results that make them the leading entity, regardless of the industry they're operating in.

We're passionate about making you win through trailblazing organic marketing strategies while staying transparent throughout the whole process. We seek inspiration from the companies we pair up with and believe every online business can benefit from our exceptional approach to marketing.

Call us today on **877-897-1725** to speak to a content marketing specialist or **email** us to know more.