



CHICAGO, ILLINOIS  
TRAVEL | SEVEN EMPLOYEES

BEGINNING IN JANUARY, BY MARCH OF 2019, USERS TO THE WEBSITE HAD INCREASED BY 51.5 PERCENT COMPARED TO DECEMBER 2018.

FOR THE 2019 SPRING TRAVEL SEASON THAT RUNS FROM MARCH TO MAY, REVENUE FROM THE WEB INCREASED BY 24.5 PERCENT COMPARED TO 2018.

NORTHCUTT INCREASED USERS TO THE SWIFT BLOG BY NEARLY 29 PERCENT AND THE AVERAGE SESSION TIME INCREASED 7 PERCENT.

THE AVERAGE ORDER VALUE INCREASED BY 15.3 PERCENT IN 2019 AS COMPARED TO 2018.

## How Northcutt Increased User Traffic by More Than 50% for Swift Passport Services

### NORTHCUTT HELPS DRIVE 25% JUMP IN REVENUE DURING COMPANY BUSY SEASON

Getting results fast is the mission of Swift Passport Services. Based in Chicago, the small company expedites passports and visas for international travelers. Their differentiator, says co-founder Rob Lee, is their personal touch.

With just seven full-time employees, Swift is nimbler than larger competitors. That means that customers can expect phone calls and emails returned within a day and can be more attentive to people's needs.

"Customer service is our competitive advantage," he said.

Unfortunately, Swift wasn't getting the same attention as a customer itself. The company needed to optimize its website (<https://www.swiftpassportservices.com/>) to drive traffic. They also needed to create a strategy that integrated social and content management. Earlier efforts didn't deliver, and as a result, Swift lost a large share of traffic that Northcutt was tasked to (and successfully) recovered.

**"We were dumping all this money every month trying to get on the first page of organic search results, but we kept hanging back in our ranking," Lee said. "Everything was stagnant."**





## NORTHCUTT DRIVES UP USER TRAFFIC IN JUST 3 MONTHS

Then in January 2019, Swift turned to Northcutt and traffic took off like a rocket. In the first three months alone, users increased by more than 50 percent.

“Immediately, we started seeing increases in major services like Chinese visas and passports,” Lee said.

Northcutt’s team began executing the 1,200-step SEO audit. They disavowed problematic backlinks, a product of earlier efforts, and created a keyword strategy focused on improving on-page content on expedited visa services pages and optimizing title tags and meta descriptions on the blog. The company also created premium content that showed Swift as the authority in its field.

Besides publishing the content on the company blog, Lee started to appear as a guest on a variety of media placements, including financial services podcasts and niche industry directories.

**“We got full exposure across the Internet,” he said. “It was quality work all around.”**

The results show what a difference Northcutt made:

- ⌚ Beginning in January, by March of 2019, users to the website had increased by 51.5 percent compared to December 2018.
- ⌚ For the 2019 Spring travel season that runs from March to May, revenue from the web increased by 24.5 percent as compared to 2018.
- ⌚ Northcutt increased users to the Swift blog by nearly 29 percent and the average session time increased 7 percent.
- ⌚ The average order value increased by 15.3 percent in 2019 as compared to 2018.

## GROWING WITH NORTHCUTT

The increased engagement and industry exposure fit exactly into Swift’s expansion plans. This year the company tripled the size of its office space in Chicago. In 2021 it expects to open a second office in Denver.

Lee says Northcutt is playing a major role in his company’s growth.

“There is incredible value in what we’re paying every month and the work that I see them actively working on,” he said.

**“It far exceeds our previous experience with other vendors. Northcutt is a partner that looks after us so we can pay attention to what we do best.”**

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