

# Rebuilding Visibility and Driving Growth for Proactis.



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Proactis is a SaaS company providing purchase-to-pay solutions for mid-sized organisations.

## The Challenge

Following a restructure, Proactis set ambitious new growth targets and created a demand team that included its first dedicated SEO role. Years of limited SEO knowledge meant the site lagged behind competitors in rankings, backlinks, and authority, with traffic already slipping. At the same time, AI was transforming search, and while rivals leaned into mass-produced AI content, Proactis took a different approach, choosing to focus on smarter, sustainable strategies.

## The Approach

I began by repairing the site's technical health, taking it from a 20% score to 100% within three months. Once stable, I reintroduced abandoned basics like keyword research, translations, and on-page optimisation, then created adaptable SEO roadmaps to guide the next two years. Alongside content creation and technical improvements, I tracked how Google's AI surfaced the brand, adjusting strategies to strengthen Proactis' presence in generative search results.

## The Results

Within six months, organic traffic doubled, with improved backlink quality and a new Wikipedia presence helping to lift authority. Campaign ROI rose by more than 20% thanks to SEO-led optimisation, while landing page experiments increased conversion rates by 28%. Average keyword positions climbed by 156 places, and Proactis is now included in Google's AI answers for the majority of its target terms.

## Next Steps

SEO is now one of Proactis' most reliable growth channels, and with a new website underway and expanded marketing resource in place, the foundations are set for continued progress.

**“During his time at Proactis, Rhys exceeded all expectations. He played a pivotal role in driving forward our online presence, enhancing user journeys and significantly improving conversion rates from our ICP... all of which has delivered tangible, positive growth in our pipeline.**

**His vast knowledge of SEO, PPC, website optimisation as well as the broader marketing landscape make him a valuable asset to any marketing team. He is a rare breed of marketers balancing a creative and strategic mindset, with rational decision making.”**

*Tristan Buchanan, Head Of Demand Marketing, Proactis*

