

## Independent Living Technologies

Independent Living Technologies is dedicated to providing an invaluable resource for people with disabilities by offering competitively priced quality assisted living technology and products. It offers products on assistive technology in categories such as Communication, Vision, Mobility, Furniture, Workstations, Software, Learning and more.

### Brief

Increase the sales and traffic to fully capitalize the online demand on products for disabled. ILTSource brief to web optimizer was to increase the site visibility for higher priority categories and products such as communication, education, vision where the cost per click will be very high. This would involve researching new opportunities in order to attract traffic and market the products.

### Solution

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### Result

Independent Living Technology experienced a raise in their phone calls, sales and traffic with the first two months. The client has experienced 25% increase in profit and sales compared to previous month. That is what makes this website successful.

Time Period	Traffic	Page views
Month 1	12,972	65,052
Month 2	17,544	94,373
Month 3	30,273	115,461
Month 4	37,706	146,573