



# **BROWORKS 360° GROWTH FRAMEWORK**

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# ABOUT GROWTH FRAMEWORK

# A website does not grow traffic overnight. It grows when structure, visibility, conversion, and scalability align.

Our 360° Framework is designed to create gradual, measurable increases in organic visibility over time. Each layer builds on the previous one.

Visa Franchise, From WordPress  
Chaos to 263% Growth

263%

Growth in organic traffic within  
three months

0

Zero downtime  
during migration

+15.6

Average keyword position increase  
across tracked pages

# FRAMEWORK LAYERS

# Positioning that search engines can understand

Organic growth starts with clarity. If your positioning is vague, your rankings will be too. This layer defines your topical authority, primary service focus, ICP language, and keyword-aligned messaging. We structure pages around clear search intent and remove ambiguity in how your brand is categorized.

This is where growth begins, by making your website understandable to both users and search engines.

## Impact

Clear positioning improved keyword visibility by over 30%, 3X organic traffic in first 6 months, and 2X average positioning on search engines for our client.

# Technical foundation for sustainable indexing

Even strong content cannot rank on unstable infrastructure.

This layer ensures fast load speeds, semantic HTML, structured data, Core Web Vitals optimization, and schema-backed architecture, fully optimized for AI-driven and generative search systems.

We remove technical barriers that prevent search engines and large language models from properly crawling, extracting, and interpreting your content. Performance improvements typically lead to faster indexing, stronger visibility stability, and improved inclusion in AI-generated answers.

## Impact

Improved crawl efficiency and page speed to over 90 on both desktop and mobile, increasing ranking potential and reducing volatility.

# Turning organic traffic into measurable engagement

Organic growth is not just traffic volume, it's traffic quality.

This layer aligns content hierarchy, proof placement, and CTA logic to reduce bounce rates and improve engagement signals. When users stay longer and interact more, search engines interpret higher content relevance.

## Impact

Lowered bounce rates by over 60% and longer session time, supporting ranking improvements over time to a first page of search results.

# Consistent publishing that builds authority

Organic growth compounds through targeted content.

This layer structures your CMS to support consistent blog publishing, landing page expansion, structured FAQs, and keyword clusters. Templates are built for scale, not one-off articles.

Instead of random content, we build topic clusters that strengthen domain authority.

## Impact

Consistent, structured publishing increased topical depth and long-term ranking to a first page of search results, with many keywords in a top 5.

# Compounding visibility through expansion logic

Once authority is established, scaling becomes strategic.

We structure duplication logic, tagging systems, internal linking architecture, and category expansion so new pages reinforce existing authority instead of competing with it, strengthening both SEO and AEO signals.

This enables regional expansion, vertical segmentation, and service-line growth without diluting search performance or AI answer visibility.

## Impact

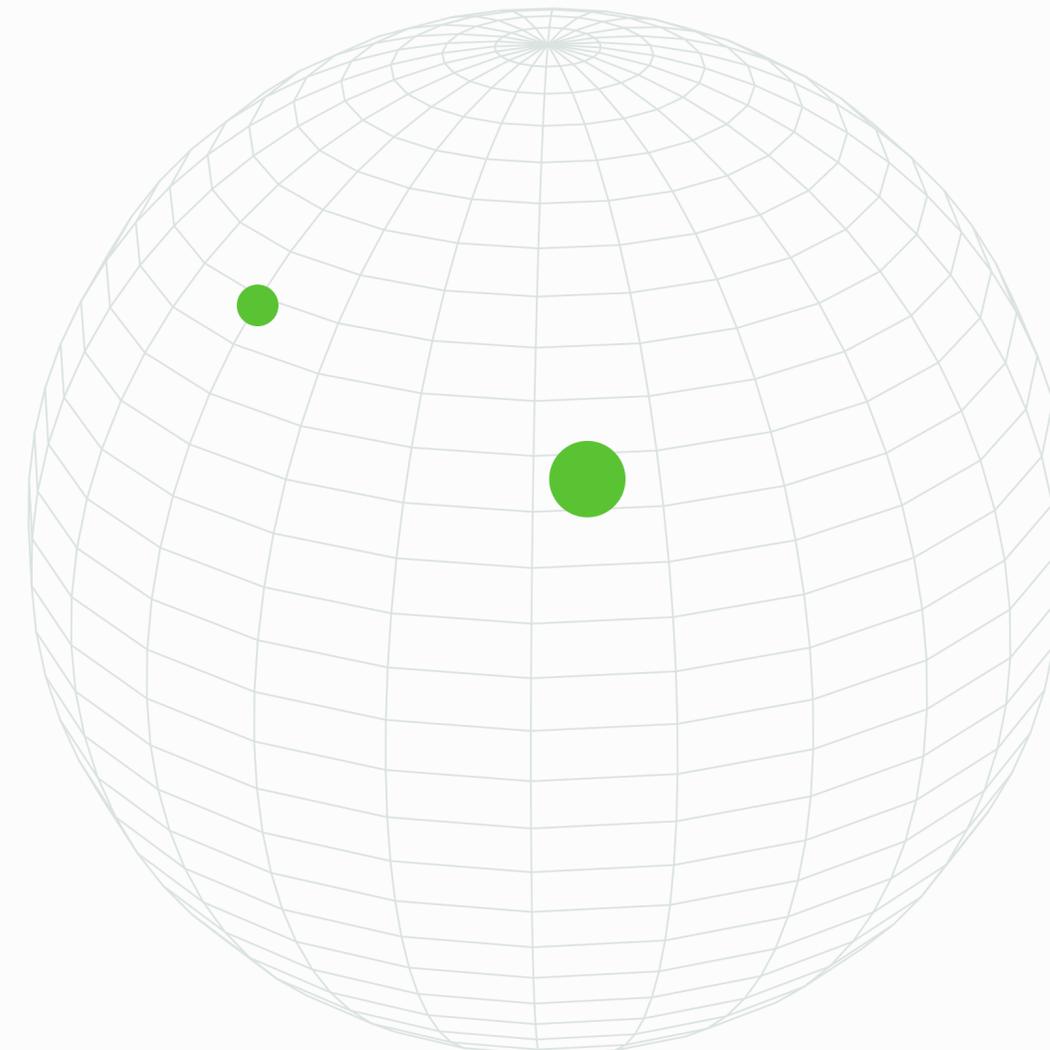
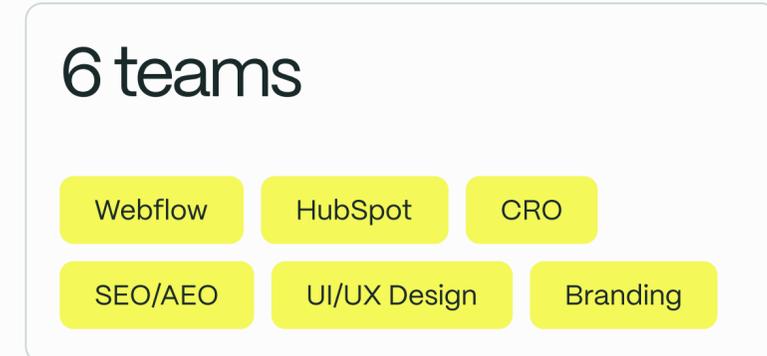
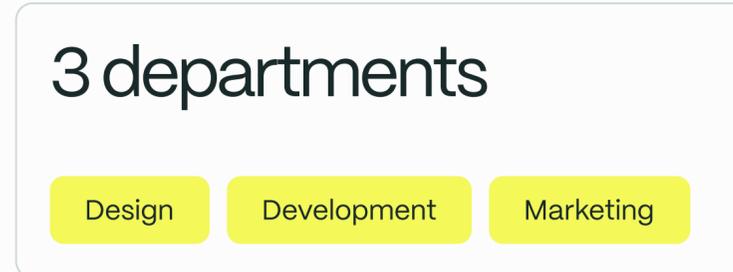
Topical clustering and internal linking pushed primary keywords to a first page of search results on traditional search engines and increased page citations on AI search to over 200.

# How the five layers map to your engagement options

Layer	Where it shows up in pricing
Brand Layer	Small to Mid-Size Website build (\$10K-\$15K+)
Performance Layer	All builds + Growth (\$3.9K/mo) & Performance (\$6.5K/mo)
Conversion Layer	Performance Plan (\$6.5K/mo)
CMS Layer	Built into all builds + ongoing subscription packages
Scaling Layer	Large & Enterprise (\$20K+ build, \$10K+/mo enterprise)

# WHY CHOOSE US

# Browworks: A Strategy-First, ROI-Driven Webflow Partner



- ✓ Webflow certified experts
- ✓ Migration specialists
- ✓ AEO & AI visibility pioneers
- ✓ Structured sprint methodology
- ✓ Transparent collaboration
- ✓ Multi-disciplinary in-house team
- ✓ All team members are seniors with 10+ years of experience



**LET'S BUILD  
TOGETHER!**

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