

Case Study

Surveying Campaign Platform

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Introduction

In today's competitive market, it can be challenging to launch a new company. Because of this, a strong online presence is table stakes for success.

In this highly competitive climate, it is vital for companies to make the top 3 search engine results pages. If your company name does not appear in these positions, you will likely be missing out on valuable business opportunities.

That's where we come.

We assisted our client in increasing website traffic by 1,045%, generating over 300 organic leads within the first year. Digital organic alone was responsible for an overall revenue lift north of 5%.

This case study will investigate the impact of different SEO tools on the growth of a survey platform throughout the course of our engagement.



Background



Established in 2013, our client runs a well-known online platform which creates various types of surveys. The company's site and link profile and existing marketing was established and aged, allowing us to scale and experience quick wins with our efforts.

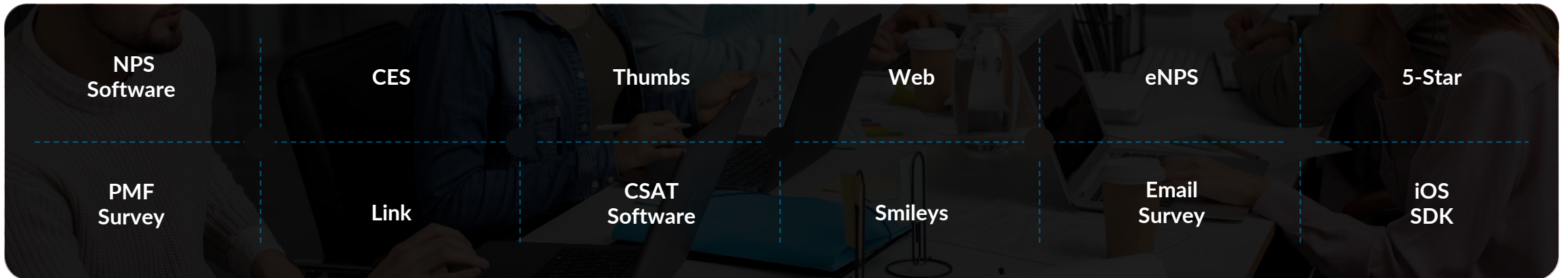


Before engaging us, the company had spent over \$50k in paid ads and other agency services with lackluster results well below their expectations and a positive ROI.



We aided the client in designing a robust SEO strategy, including link building and local SEO with an enhanced Google Business Profile (GBP). We focused on low-hanging fruit, finding some immediate wins until we moved down-funnel to the client's "money terms."

The client's survey platform targeted numerous, competitive keywords, including:



SEO Audit



When we first engaged with the client, we used numerous SEO tools (e.g. SEMrush, Ahrefs, ScreamingFrog, etc.) to perform an enhanced SEO audit of the client's existing website and SEO strategy.

01



We dug deeper into the quality of the links, competitor's anchor text weights, entity and LSI (latent semantic indexing) keywords via a content audit and the areas the client would need to make improvements in order to rank.

02



The surveying platform company had a website traffic of **(16,413)** visitors, which was not at par with their expectations. We helped our client to improve monthly visitors to over **(185,000)** with the right mix of on-site optimizations and quality link building.

03



The proof was in the pudding. The client experienced a positive ROI of over 230% and a revenue bump, directly attributed to our SEO efforts of more than 5%.

04



The audit helped in driving more organic search traffic through Google, Yahoo, Bing etc. .

05

The "Easy Wins" Analysis



Implemented structured data to pages that are performing the best.



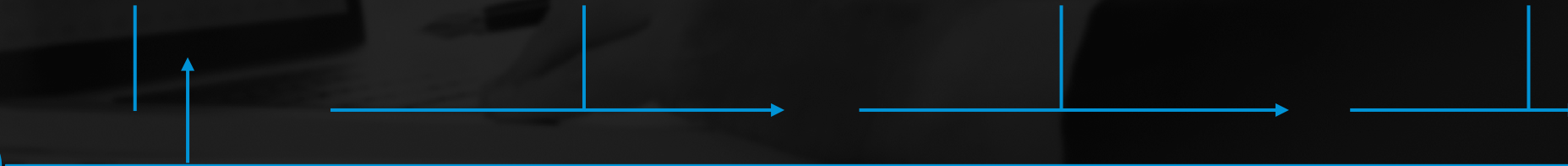
We optimized the content for featured snippets to out rank our competitors, ranking our client's site at the top of the SERPs.



We pruned and enhanced outdated content, updated content blog posts, built internal links and enhanced site structure.



We improved CTRs by more than 35% by enhancing title tags and other structured data, to enhance visibility in search.



Competitive Gap Analysis

For the survey platform we conducted “**Data Collection Analysis**” which is a part of our Competitive Gap Analysis. Relevant information was collected about our client’s strategy compared to the company’s competition.

Our gap analysis found inconsistencies between content, resource allocation, resource integration, showcasing the areas for on-site improvements.

We analyzed the gap between Domain Ratings, Ahrefs rank, referring domains, organic traffic and overall ranking keywords in our SEO metrics. With the help of competitive analysis, we bridged the gaps where we lagged from our competitors which eventually leveled up the client platform with its contemporary competitors.

Campaign Results

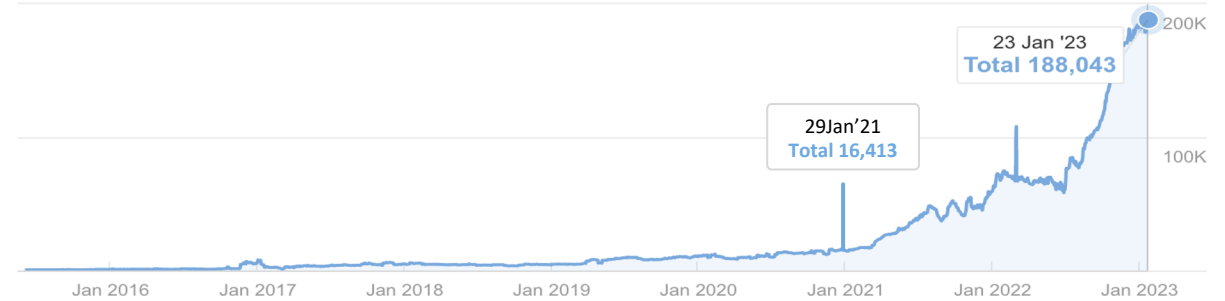
In a period of two years during our engagement, our client experienced an overall keyword rankings increase of over 50,000, overdelivering on our promised results.

Today, the company garners over 185,000 organic search visitor per month.

The client experienced a 6X increase in keyword rankings, putting them above most of their competitors for some of the most coveted industry terms. With an initial focus on long-tail, but a long-term view on bottom-of-the-funnel keywords, we were able to achieve massive results.

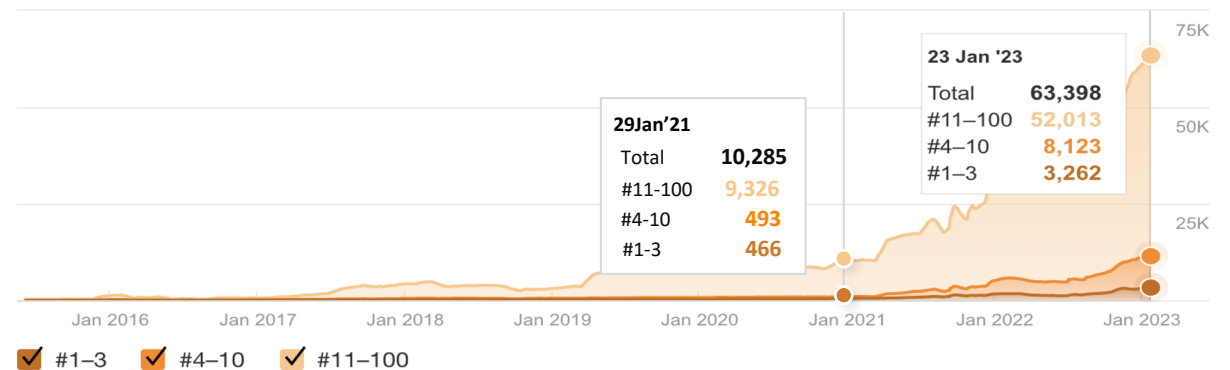
Organic traffic ⁱ 188,043 /month

All time | One year | Last 30 days | Export ▾



Organic keywords ⁱ 63,398

Export ▾



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Conclusion

- 01 The client's website achieved an [impressive jump in its overall search engine rankings](#).
- 02 With the help of our SEO services the company's site received an [influx of organic traffic](#) and keyword rankings over our two year engagement.
- 03 The client's local SEO also achieved the [coveted local 3-pack position through its Google Business Profile](#).
- 04 Our holistic [content & marketing efforts](#) increased our client's brand awareness across all search & social platforms.
- 05 Most importantly, we channelled our services on [the right target audience](#) focusing on keywords that drive revenue, not just traffic.
- 06 We improved the quality of the content on the platform by building high quality, diverse links. [Content + authority links were critical to the campaign's success](#).
- 07 [Long-form, authoritative blog posts with valuable keywords](#) also played a substantial role in scaling the platform's overall keyword rankings.