

seo case study

Cryptocurrency

Campaign Information

Industry: Finance

Location: Alberta, CA

Campaign Start Date: 10/20/2020

SEO Hours per Month: 15

Campaign Type: National

Goal: Rank online for each new cryptocurrency ATM

Results

Our client has seen steady growth in visitors since the start of their campaign, with organic traffic increasing **117%** (Q4 2020 vs Q2 2021). For the first 6 months, we focused heavily on optimizations to bring in traffic from Lethbridge. Now that our client's keywords have solidified on page 1 for "bitcoin ATM service" related terms we'll continue to grow their brand awareness with new keyword phrases in both Red Deer and Swift Current.

Performance

KEYWORD PHRASE	PAGE	RANK
bitcoin atm service provider lethbridge	11 ↑ 1	101 ↑ 1
bitcoin atm service lethbridge	11 ↑ 1	101 ↑ 3
bitcoin atm coaldale	3 ↑ 1	28 ↑ 3
cryptocurrency atm lethbridge	3 ↑ 1	28 ↑ 10
bitcoin atm lethbridge	3 ↑ 1	24 ↑ 10



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Keywords on Page 1 of Google

#1

Current Top Rank

117%

Organic Traffic Increase

Top SEO Tasks

- 91 backlinks built to date
- Custom onsite content creation
- 32 local listings created and optimized
- Site map optimization
- Site map creation and implementation