

seo case study

Cryptocurrency

Campaign Information

Industry: Finance

Location: Canada

Campaign Start Date: 09/20/2020

SEO Hours per Month: 200

Campaign Type: National

Goal: Increased online rankings for cryptocurrency in Canada

Results

When we first started working on our client's campaign, they saw an average of 282 organic visitors per day from Google. After crucial onsite optimizations, new content for their website and blog, and implementation of an aggressive link-building strategy, our client's organic traffic increased by over 400% in just 3 months (Q1 2021 vs Q4 2020). Our client now receives an average of 2080 organic visitors per day from Google, with 189k+ organic visitors in Q2 of 2021, an additional increase of 627% over Q4 in 2020.

Performance

KEYWORD PHRASE	PAGE	RANK
buy btc crypto canada	6 ↑ 2	56 ↑ 15
buy bitcoin canada	5 ↑ 2	48 ↑ 15
canadian bitcoin cash trading	3 ↑ 1	25 ↑ 12
cad bitcoin trading canada	3 ↑ 1	23 ↑ 8
bitcoin cash exchange canada	6 ↑ 1	54 ↑ 13



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Keywords on Page 1 of Google

#2

Current Top Rank

627%

Organic Traffic Increase

Top SEO Tasks

- 325 backlinks built to date
- Custom onsite content creation
- Custom article and blog publications
- Google Analytics implementation
- Business directory submissions