**Case Study: PayPal** 

## PayPal Increases In Organic Traffic by +111%

## **Objective:**

Drive more qualified traffic to a website, which can lead to increased brand awareness, higher conversion rates, and ultimately, business growth

## **Insights:**

Strategic SEO efforts led to increased organic traffic, boosting visibility and engagement.

Continuously analyzed and refined SEO Strategies based on conversion metrics.

Tools Used















111%

Increase in Organic Traffic

250%

Increase in Non-Branded Traffic

88%

Increase in Top 5 Keywords

85%Looking for Pa

Increase in Top 10 Keywords

