

Case Study: Box

Box Increases In SEO Traffic by **+129%**

Objective:

To enhance Search Visibility, Drive Traffic, and Boost Engagement on the website

Insights:

- Conducted extensive keyword research for the Box website.
- Optimized content on landing pages.
- Executed content marketing in core verticals to boost page and domain authority

Tools Used



The screenshot displays the Box website's landing page with several key performance indicators (KPIs) overlaid. The main headline reads "Simplify how you work" with the subtext "Secure collaboration with anyone, anywhere, on any device". A prominent blue "Get started" button is visible. The KPIs are:

- 129%** Increase in Total Traffic
- 356%** Increase in Non-Branded Traffic
- 55%** Increase in Top 3 Keywords
- 105%** Increase in Top 10 Keywords

The mobile view of the landing page shows the same headline and subtext, with a blue "Get started" button and a white "Contact us" button. The Box logo is in the top left corner, and the ADLIFT logo is in the top right corner.