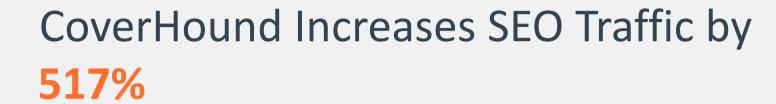**Case Study: CoverHound**

CoverHound Increases SEO Traffic by 517%

Objective:

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new customers.

Insights:

- Robust keyword research across CoverHound.

- Technical SEO to consolidate multiple domains competing for the same keywords

- Leverage enterprise content marketing to drive SEO rankings

- Content marketing across core verticals to increase page and domain authority

Tools Used

Google Analytics · similarweb · ahrefs
Google Search Console · SEMRUSH · Screamingfrog

517%
Increase in Organic Traffic

206%
Increase in Top 3 Keywords

559%
Increase in Top 10 Keywords

Date Range (Sep'15 – March'20)