

Case Study: Kenandy

Kenandy Increases In SEO Traffic
+3,942% & CPL Decrease by **-35%**

Objective:

Robust keyword research across the entire website
To enhance Search Visibility, Drive Traffic, and Boost Engagement on the website by focusing on relevant keywords and Content Marketing

Increase product demo bookings.

Insights:

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

Create a robust campaign structure on search channel.
Use long tail keywords to increase lead rate.

Tools Used

