Case Study: Liftoff

LiftOff Increases SEO Traffic by **+607%**

Objective:

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

Insights:

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

- Leverage enterprise content marketing to drive SEO rankings

- On-Page content creation including product and solution pages

- Content marketing to improve domain and page authority of money landing pages

Tools Used

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

ADLIFT

607%
Increase in Organic Traffic Y/Y

169%
Increase in Top 3 Keywords Y/Y

230%
Increase in Top 10 Keywords Y/Y

221%
Increase in Referring Domains