

RedBlink Organic Traffic Growth Case Study

🤔 Hey Friend, Starting a new website from scratch?

Here in this case study, I'm going to share with you the steps my team at RedBlink took to grow the website's organic traffic & to generate leads.

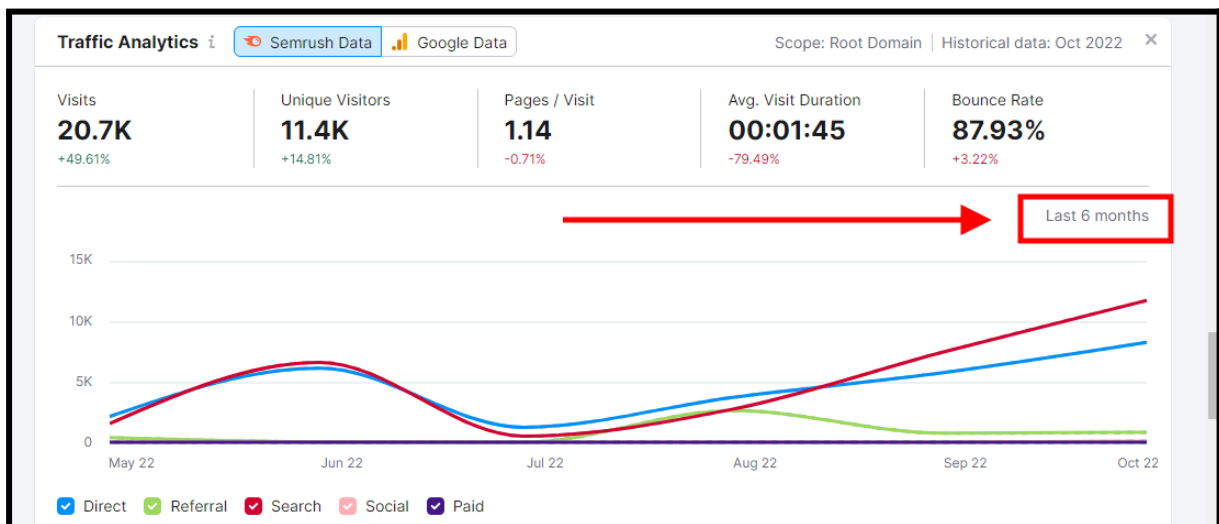
👉 Challenges We Faced

- Website architecture mapping
- Website redesign
- Website revamp
- Driving traffic to a local pages

Steps Taken To Improve Business Online Presence & To Get ROI

SEO Strategy We Used

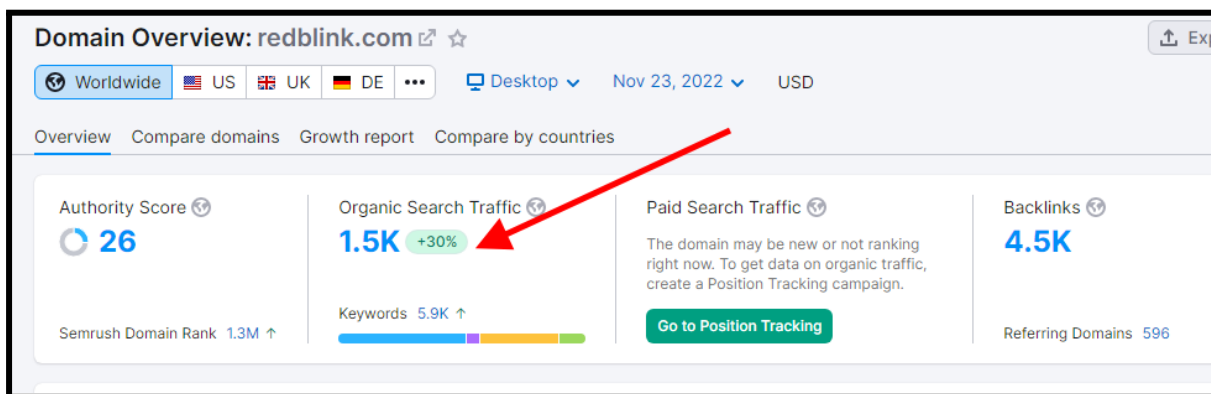
- Added various CTR buttons on every page & setup goals
- Made changes for better CRO
- Made our service pages / loc pages highly optimized for better conversion
- Increased the velocity of blog posts which helped in increasing organic traffic



Website has a high growth in no of website visits, unique visitors, pages / visit and so on.

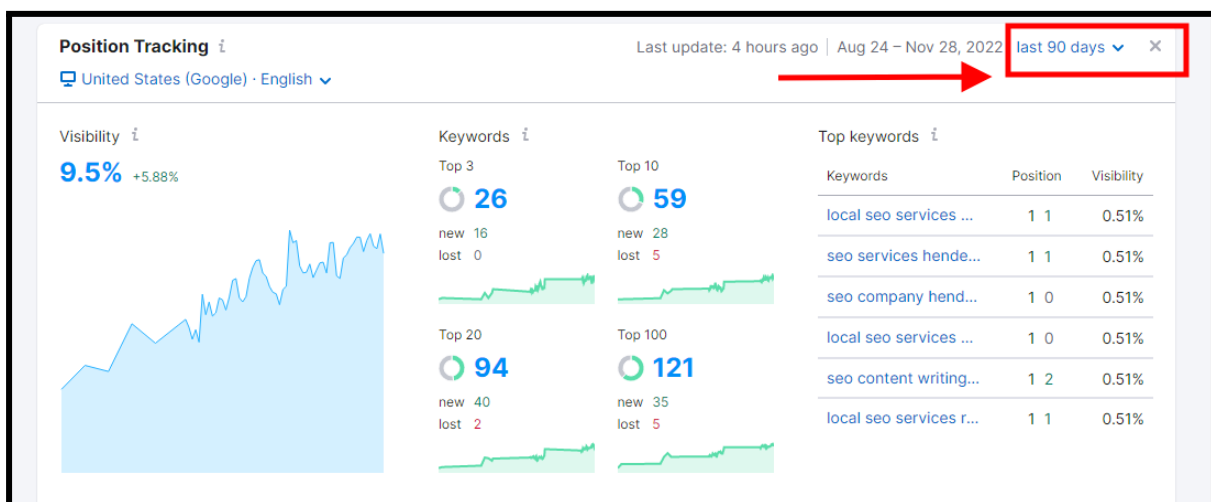
These nos are evidence if you follow the same strategy & do the mapping of your website, you can earn very good results in a very short period

Progress Snapshots As Per Semrush



Website has 30% growth in organic traffic since we started our SEO efforts

(position tracking of last 90 days)



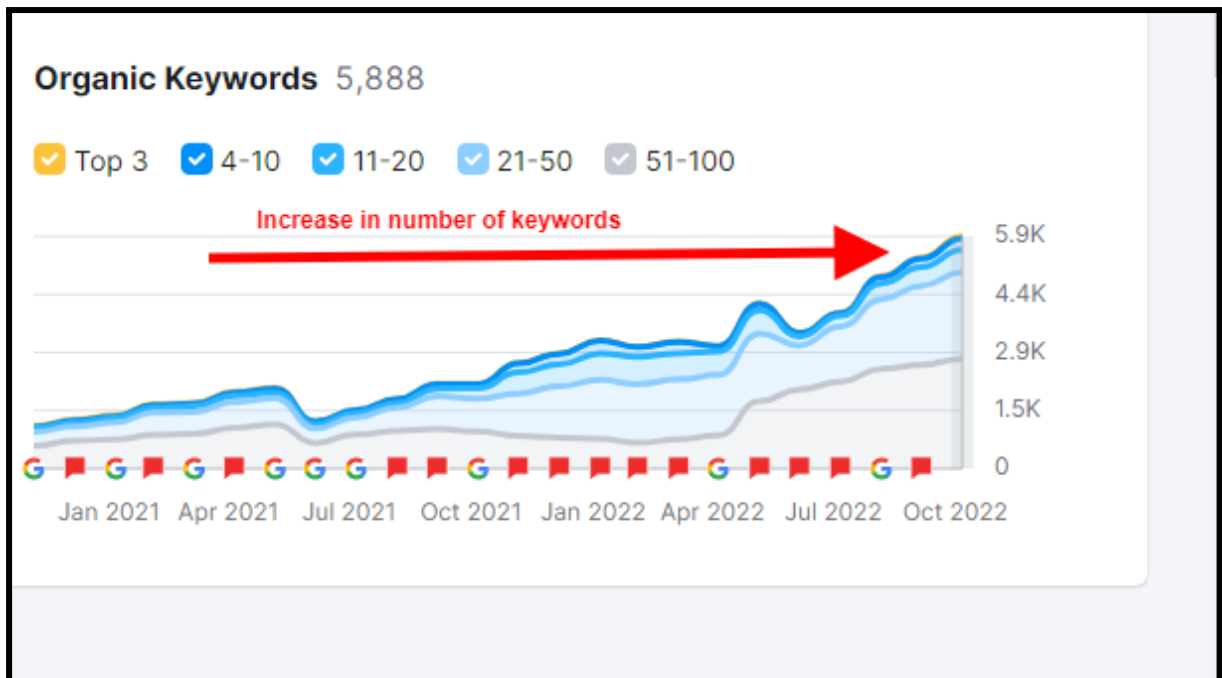
Organic Traffic Growth



Organic Traffic Growth	
Organic traffic (Dec 2020)	475
Organic traffic (Nov 2022)	1,541

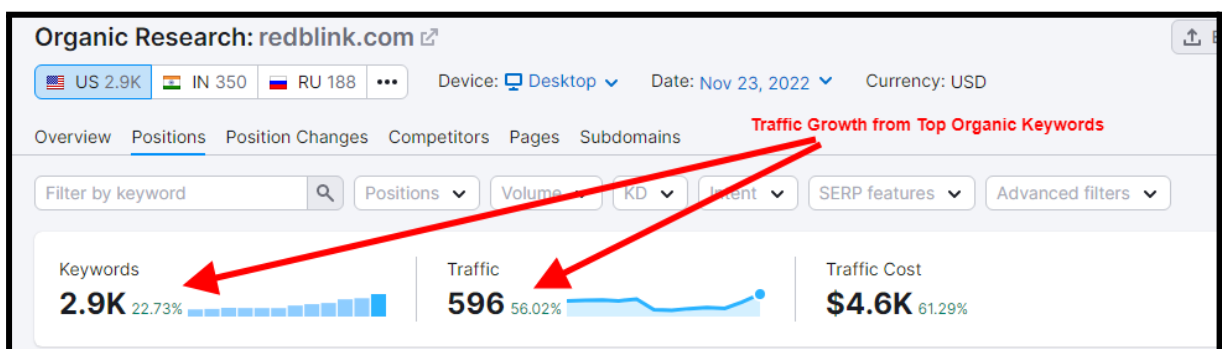
Distribution by Country				
Countries		Traffic Share	Traffic	Keywords
Worldwide	<input checked="" type="checkbox"/>	100%	1.5K	5.9K
US	<input checked="" type="checkbox"/>	40%	596	2.9K
IN	<input checked="" type="checkbox"/>	27%	412	350
RU	<input checked="" type="checkbox"/>	3.9%	59	188
UK	<input checked="" type="checkbox"/>	2.7%	41	177
Other	<input checked="" type="checkbox"/>	26%	391	2.3K

Organic Keywords Growth



Organic Keywords Growth	
Organic Keywords (July 2020)	1,085
Organic Keywords (Nov 2022)	5,901

Organic Keywords Trend





Keywords Trend	Dec 2020	Nov 2022
Top 3	1	39
4-10	10	162
11-20	36	314
21-50	125	1,069
51-100	177	1,319
Total	349	2,903

With over years of experience, we have developed websites for individuals, businesses and organizations. Several keywords are ranking in the top 20 positions in the SERP & driving a lot of organic traffic

Top traffic generating pages / posts

URL	Top Traffic Generating Pages Posts on Website	Traffic	Traffic %	Keywords	Ad
https://redblink.com/san-jose-seo-company/		104	17.44		94
https://redblink.com/san-diego-seo-company/		57	9.56		90
https://redblink.com/		57	9.56		15
https://redblink.com/web3-developer-roadmap/		51	8.55		32
https://redblink.com/seo-company-anaheim/		34	5.70		21
https://redblink.com/sacramento-seo-company/		27	4.53		137
https://redblink.com/austin-seo-company/		25	4.19		77
https://redblink.com/houston-seo-company/		25	4.19		176
https://redblink.com/reno-seo-company/		19	3.18		26
https://redblink.com/henderson-seo-company/		19	3.18		55

The work on acquiring backlinks was minimal and we focused highly on **On Page SEO**

henderson seo company Show Volume N/A · X

Keyword difficulty: 46.43% (for google.com data based on SERP) powered by SURFER report for this keyword

https://redblink.com › henderson-seo-company

1. 1 SEO Company Henderson NV | Local SEO Services

Domain Authority: 22 Est. Visits: 9 0

51 · 2,733 · 1 · TITLE CHANGED

A.S: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 18 LD: 4.40K I: 76 whois source Rank: 1.32M Pub Disp Ads: 1

RedBlink is the #1 local SEO marketing company in Henderson, Nevada. Our affordable SEO services and packages help businesses increase their online presence ...

https://kingkong.co › seo-agency › nevada › henderson

2. Henderson SEO Company - King Kong Digital Agency

Domain Authority: 39 Est. Visits: 10 2

0 · 6,259 · 2 · TITLE CHANGED

L: 1 LD: 11.2K I: 408 whois source Rank: 447K Pub Disp Ads: 1

Henderson's #1 SEO Experts. Guaranteed Rankings in 90 Days ✓ Turn Your Website into a \$\$\$ Printer ✓ If We Don't Rank You Don't Pay ☎ 888-303-8580.

https://acuteseo.com › henderson-seo

3. Henderson SEO Company - Acute SEO & Web Design ...


Domain Authority: 54 Est. Visits: 3 11

2,439 · 3,195 · 2 · TITLE CHANGED

L: 124 LD: 133K I: 50 whois source Rank: 877K Pub Disp Ads: 1

Acute SEO is a top-rated search engine optimization company serving Henderson, NV. Our mission is to provide marketing services that boost customer ...

★★★★★ Rating: 4.9 · 34 votes



Google san jose seo company Show Volume 260 · N/A · X

Keyword difficulty: 58.28% (for google.com data based on SERP) powered by SURFER report for this keyword

https://redblink.com › san-jose-seo-company

6. #1 SEO Company San Jose, CA - Best Local SEO Agency 2022

Domain Authority: 22 Est. Visits: 25 0

L: 9 LD: 4.40K I: 76 whois source Rank: 1.32M Pub Disp Ads: 1

Redblink is a local San Jose based SEO company that provides expert local search engine optimization services to small businesses, organizations and ...

Portola Valley: Cupertino

https://www.logoaspire.com › san-jose-seo

7. Leading SEO Services in san Jose ca in US - Logo Aspire

Domain Authority: 17 Est. Visits: 17 9

L: 60 LD: 1.80K I: 50 whois source Rank: 2.43M Pub Disp Ads: 1

Logo aspire is one of the leading SEO services providers in San Jose, California and nearby areas. We have served a number of A-List clients over the past few ...

★★★★★ Rating: 4.9 · 1,400 votes

https://upcity.com › All Lists › SEO Companies

8. Top 15 San Jose SEO Companies - November 2022 Reviews

Domain Authority: 50 Est. Visits: 4 3

SEO case studies are a great way to learn more about search engine optimization and the specific techniques used. Search engines like Google can sometimes be seen as a black box, but with some practice, you'll begin to understand how and why they work. These case studies help us do just that.

Search Console Performance (last 12 months)

In last 12 months website traffic boosted as no of clicks, impressions has grown rapidly



Content strategy we implemented

without getting the content strategy right in the first place, the technical changes and outreach activities that you implement won't be half as effective.

I should also note that so far, we've focused on core services that we specialize in.

Step 1: Identify The Core Topic

Step 2: Create Supporting Articles For The Chosen Topic

Step 3: Add Contextual Links From Supplementary Articles to the Main Page

By applying a similar approach, you will be able to rank for twice as many keywords!

What We Achieved

- We managed to get higher traffic from first world countries like the USA, UK & RUS
- Our conversions and leads increased and we have generated more leads
- Due to the site's progress, website organic traffic increased & no of leads
- We also managed to rank in the top 3 SERPs with 51 keywords

Other Things That are Undergoing

- Next, We are working on adding industries based pages
- Working on keywords clustering to get more traffic
- Working on CTR optimization and CRO

Conclusion

You might find this case study a little bit dry but I do this to take a look back at our previous work. I hope you find something worth learning from this SEO case study.

If you like it, I would recommend you to please share it with your friends & family, so they can also benefit from this. If you have any questions regarding “**how to grow your business online**” or “**why my website’s seo is not working**”, SHOOT ME AN EMAIL... I will provide you with a complete AUDIT REPORT of your website & guide you throughout your business online journey.

Don't wait Scale your business success to 10X in 2023