

SEO Success

This Nature's Most Potent Carbon Removal Solution, Now in Every Farmer's Hands. Explore sustainable agriculture solutions at Groundwork BioAg. Their innovative bio-based products enhance soil health, boost crop yields, and promote environmental stewardship.



Prior to Us

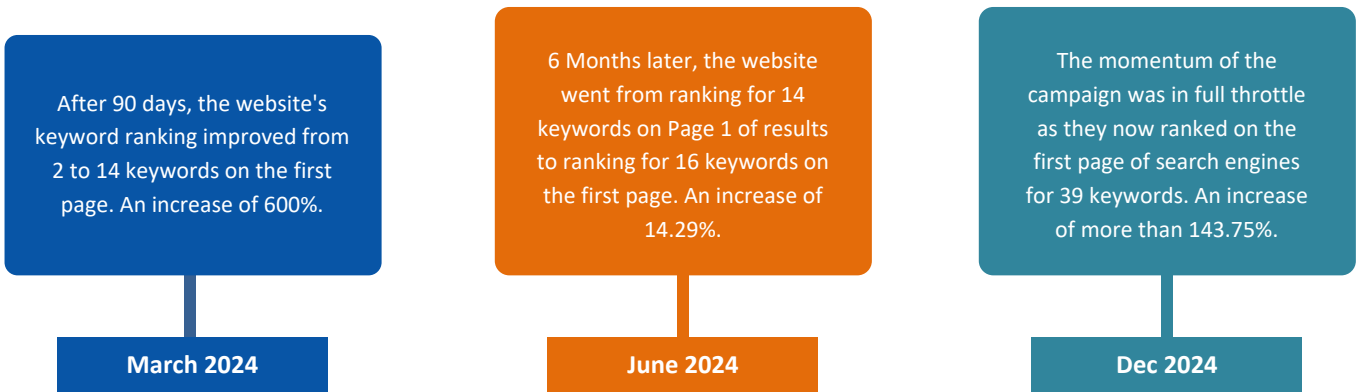
This Campaign came to us in December 2023 with some online presence. They wanted to improve their organic rankings and traffic to their website.

Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.

KPIs: According to the below Keyword ranking, Google Analytics Traffic, and Google Search Console stats, organic traffic of this website has increased significantly since day one.

Primary Keywords Ranking in Major Search Engines *



Google Analytics Data

23.96%

Increase in YOY New Users.

8,811 users received in Mar 12, 2024 - Mar 12, 2025

7,108 users received in Mar 12, 2023 - Mar 11, 2024

27.21%

Increase in YOY Sessions.

16619 users received in Mar 12, 2024 - Mar 12, 2025

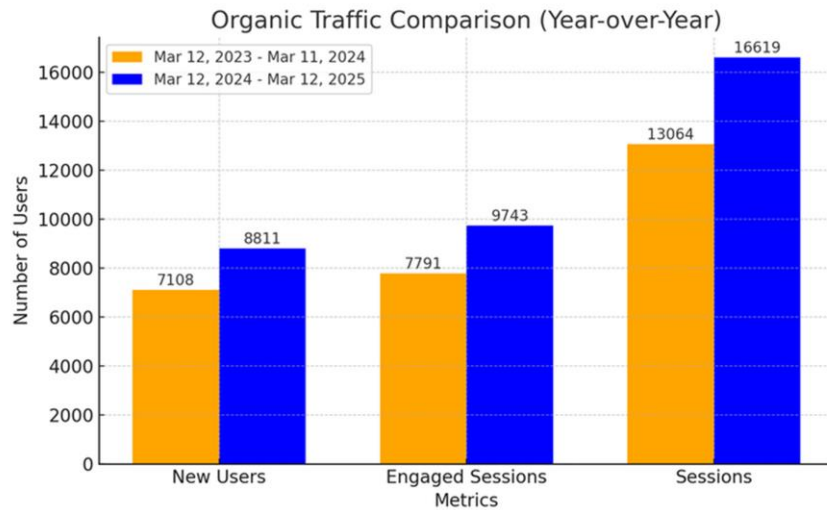
13064 users received in Mar 12, 2023 - Mar 11, 2024

25.05%

Increase in YOY Engaged Sessions.

9743 users received in Mar 12, 2024 - Mar 12, 2025

7791 users received in Mar 12, 2023 - Mar 11, 2024



Google Search Console - Clicks

11.83%

Increase in clicks.

860 clicks received in last 28 Days.

14.08%

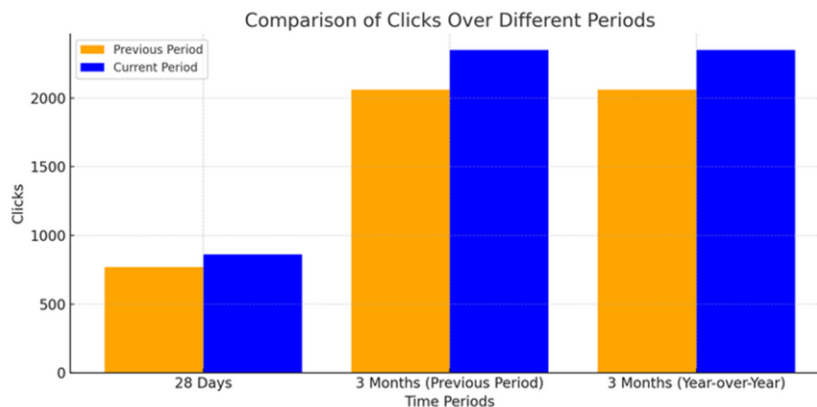
Increase in clicks.

2.35k clicks received in last 3 Months YOY.

14.08%

Increase in clicks.

2.35k clicks received in last 3 Months.



Google Search Console - Impressions

15.75%

Increase in Impressions.

16.9k Impressions received
in last 28 Days.

194.93%

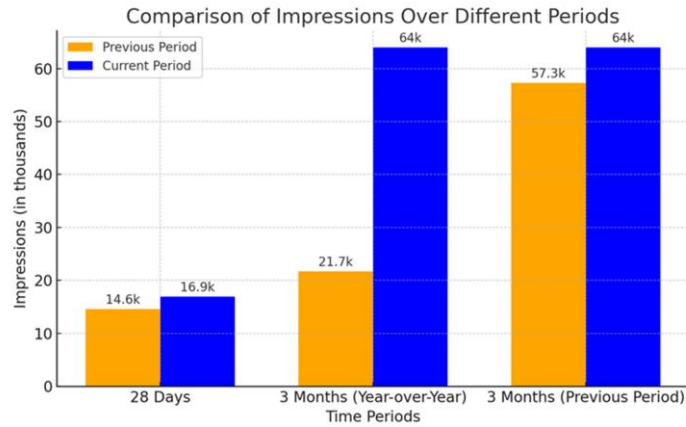
Increase in Impressions.

64k Impressions received
in last 3 months YOY.

11.69%

Increase in Impressions.

64k Impressions received
in last 3 months.



Increase in Organic Traffic: Branded.

1863

Organic Traffic:
Branded received in
Jan to Dec 2024.

1262

Organic Traffic:
Branded received
in Jan to Dec 2023.

266

Organic Keywords:
All received in Jan
to Dec 2024.

237

Organic Keywords:
All received in Jan to
Dec 2023.

