

INVESTING IN SEO DOESN'T PRODUCE OVERNIGHT RESULTS

IT PRODUCES LONG-TERM GROWTH



CHALLENGE

Launching a new website is only the beginning. Without established authority, even the best-designed site struggles to appear in search results or attract qualified buyers.

When this energy company launched its new brand and website in October 2025, the objective was to establish long-term authority in a highly competitive industry, earn visibility for high-value searches, and create a sustainable source of qualified leads that would contribute directly to revenue growth.



OUR APPROACH

Rather than chasing quick wins, we built an SEO strategy designed to create lasting authority.

The project began with a strategically planned website architecture supported by competitive research, keyword analysis, and user-focused design. From there, our team implemented technical SEO best practices while developing ongoing content that answered the questions prospects were already searching for.

Every optimization, article, and resource strengthened the site's relevance, authority, and visibility, allowing search engines to recognize the company as a trusted source within its market.



RESULT

Six months later, momentum started turning into revenue. For the first several months, growth was steady but gradual as search engines indexed new pages and recognized the site's growing authority. Around the six-month mark, those efforts began to compound.

The website gained **612 keyword ranking positions**, saw a **10X increase in #1 keyword rankings**, earned **759 backlinks from 128 referring domains**, and attracted qualified traffic that showed a **60.55% engagement rate**.

More importantly, those improvements translated into a 20X return on SEO investment through closed revenue generated since the launch of this campaign!

KEY PERFORMANCE HIGHLIGHTS



20X

RETURN ON SEO INVESTMENT



759

BACKLINKS EARNED



60.55%

ORGANIC TRAFFIC ENGAGEMENT RATE



10X

INCREASE IN #1 KEYWORD RANKING



GSC KEYWORD POSITION HISTORY



HIGHEST RANK

Position 1

184 ↑ 1050%



HYPER TRAFFIC

Position 2 - 3

62 ↑ 520%



TRAFFIC

Position 4 - 10

153 ↑ 565%



STRIKING DISTANCE

Position 11 - 20

134 ↑ 738%



DEVELOPMENTAL

Position 21 - 50

97 ↑ 203%



DEEP TRAFFIC

Position 51 - 100

37 ↓ 33%