SEO CASE STUDY

www.puginteractive.com

PUG
INTERACTIVE

About PUG Interactive

PUG Interactive was founded in 2008 by renowned game designer Steve Bocska, best known for the rich interactive experiences he created for Disney, Electronic Arts, Ubisoft, and Fox Interactive.

Goals

The ultimate goals:

- Increase in organic Traffic to the Website
- Increase customer awareness and lower resistance to future transactions.
- Improvements in SEO metrics (keywords ranking, Increase in organic clicks & Impression)

The Solution

We created an **SEO strategy** for the website that helped to drive more qualified traffic from search engines. Over a period of 9 months, the strategy derived **5.9K** visitors, improved the keywords ranking and SEO metrics.

Achievements

Improvements were visible during the period of 3 months and soon we achieved rankings on first page.

We got improvements in terms of **clicks, impressions, organic traffic.**

You can find the graph below shows the comparison and improvement in the overall traffic before and after the search engine optimization of the website.

TRAFFIC REPORT

Overall Traffic

157%

5917

2305

Organic Traffic

214%

1021

325

Visitors
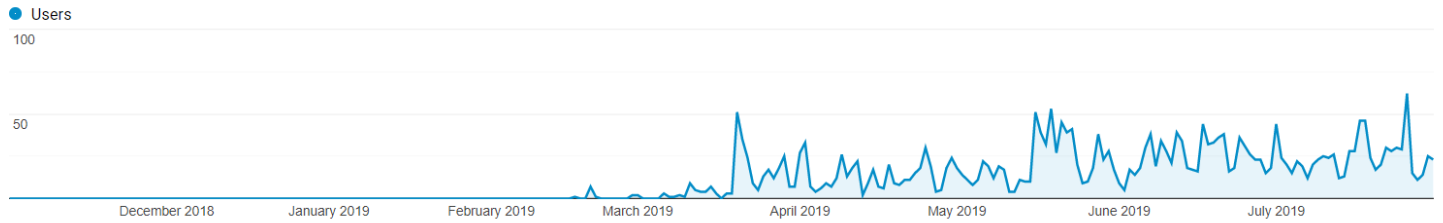
Before SEO

○ All Users
100.00% Users

○ + Add Segment

Nov 1, 2018 - Jul 31, 2019 ▾

Explorer

Summary   Site Usage   Ecommerce

Users ▾ vs. Select a metric

Day Week Month

● Users

100

50

December 2018   January 2019   February 2019   March 2019   April 2019   May 2019   June 2019   July 2019

After SEO

○ All Users
100.00% Users

○ + Add Segment

Aug 1, 2019 - Apr 30, 2020 ▾

Explorer

Summary   Site Usage   Ecommerce

Users ▾ vs. Select a metric

Day Week Month

● Users

300

200

100

September 2019   October 2019   November 2019   December 2019   January 2020   February 2020   March 2020   April 2020
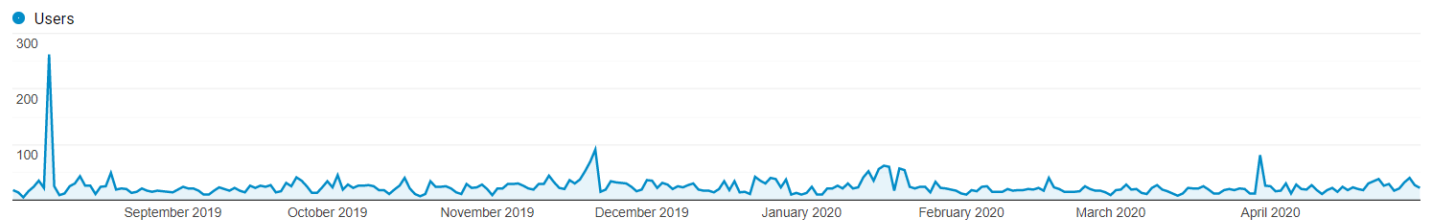
CLICKS & IMPRESSIONS

Clicks

8630%

10357

120

Impressions

31843%

103815

325

Before SEO

Search type: Web ✏️   Date: Dec 29, 2018-Jul 31, 2019 ✏️

☑ Total clicks	☑ Total impressions	☐ Average CTR	☐ Average position
120	10.5K	1.1%	59.1

Clicks
15

10

5

0

Impressions
900

600

300

0

6/19/19   6/25/19   7/1/19   7/7/19   7/13/19   7/19/19   7/25/19   7/31/19
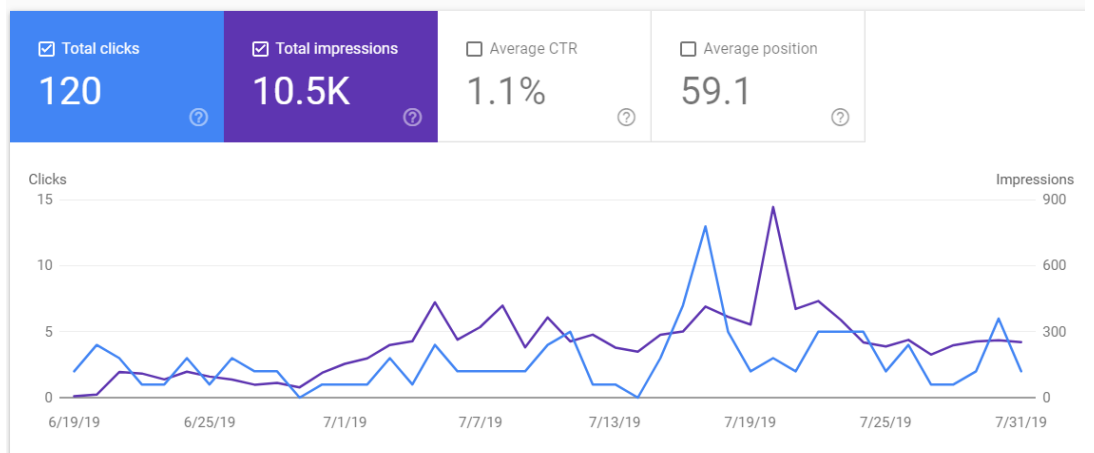
After SEO

Search type: Web ✏️   Date: Aug 1, 2019-Apr 29, 2020 ✏️

☑ Total clicks	☑ Total impressions	☐ Average CTR	☐ Average position
1.03K	104K	1%	43.7

Clicks
15

10

5

0

Impressions
900

600

300

0

8/1/19   9/4/19   10/9/19   11/12/19   12/17/19   1/20/20   2/23/20   3/29/20
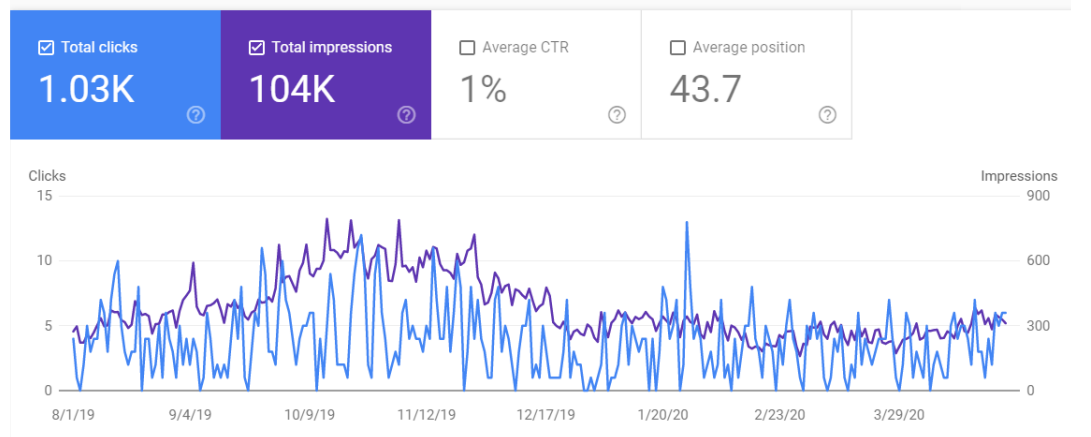
TOP KEYWORDS RANKING

APRIL 2020

Keywords	Current Ranking	Initial Ranking
Gamification Services	1	87
Gamified Loyalty Programs	9	NA
Customer Engagement Interaction Design	10	NA
Gamification Tools	11	NA
Improve Net Promoter Score	17	NA

Results that speak for itself

OVERALL VISITS
+157%

ORGANIC VISITS
+214%

REFERRAL VISITS
+1060%

TIME ON SITE
+112%

PAGE VIEWS
+9%