**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.

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

Before SEO

2305

After SEO

5917

Visitors

Organic Traffic

Before SEO

325

After SEO

1021

157%  214%

SEO CASE STUDY

APRIL 2020
Clicks & Impressions

**Before SEO**
- Total clicks: 120
- Total impressions: 10.5K
- Average CTR: 1.1%
- Average position: 59.1

**After SEO**
- Total clicks: 1.03K
- Total impressions: 104K
- Average CTR: 1%
- Average position: 43.7
## TOP KEYWORDS RANKING

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Current Ranking</th>
<th>Initial Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gamification Services</td>
<td>1</td>
<td>87</td>
</tr>
<tr>
<td>Gamified Loyalty Programs</td>
<td>9</td>
<td>NA</td>
</tr>
<tr>
<td>Customer Engagement Interaction Design</td>
<td>10</td>
<td>NA</td>
</tr>
<tr>
<td>Gamification Tools</td>
<td>11</td>
<td>NA</td>
</tr>
<tr>
<td>Improve Net Promoter Score</td>
<td>17</td>
<td>NA</td>
</tr>
</tbody>
</table>

**Results that speak for itself**

- **Overall Visits**: +157%
- **Organic Visits**: +214%
- **Referral Visits**: +1060%
- **Time on Site**: +112%
- **Page Views**: +9%