

CASE STUDY

**How We Increased
Organic Traffic by
300% in 6 Months**



SUN LIFE TECH

ABOUT OUR CLIENT



The client is a top provider of outdoor adventure tours, ranging from whitewater rafting to mountain expeditions in their region. They offer a variety of packages to provide the ultimate outdoor experience for customers.

OBJECTIVE

The website was getting traffic but not at the consistently high levels needed to sustain their business goals. Furthermore, though they were ranking for some of their target keywords, their main competitors were ranking higher.

The goals of our client were:



Improve traffic and maintain



Rank in the top three positions for their target keywords



Drive more visits to relevant

CHALLENGES

Upon analyzing our client's existing properties, we found the following problems:

- Target keywords were directing the traffic to the homepage instead of relevant landing pages.
- Competitors have individual pages with good content ranking for the same set of keywords, while the client only has the homepage to rank the keywords.
- There was only one existing page that targets the keyword, but not enough links to establish contextual relevance—pages were linking to the homepage only.

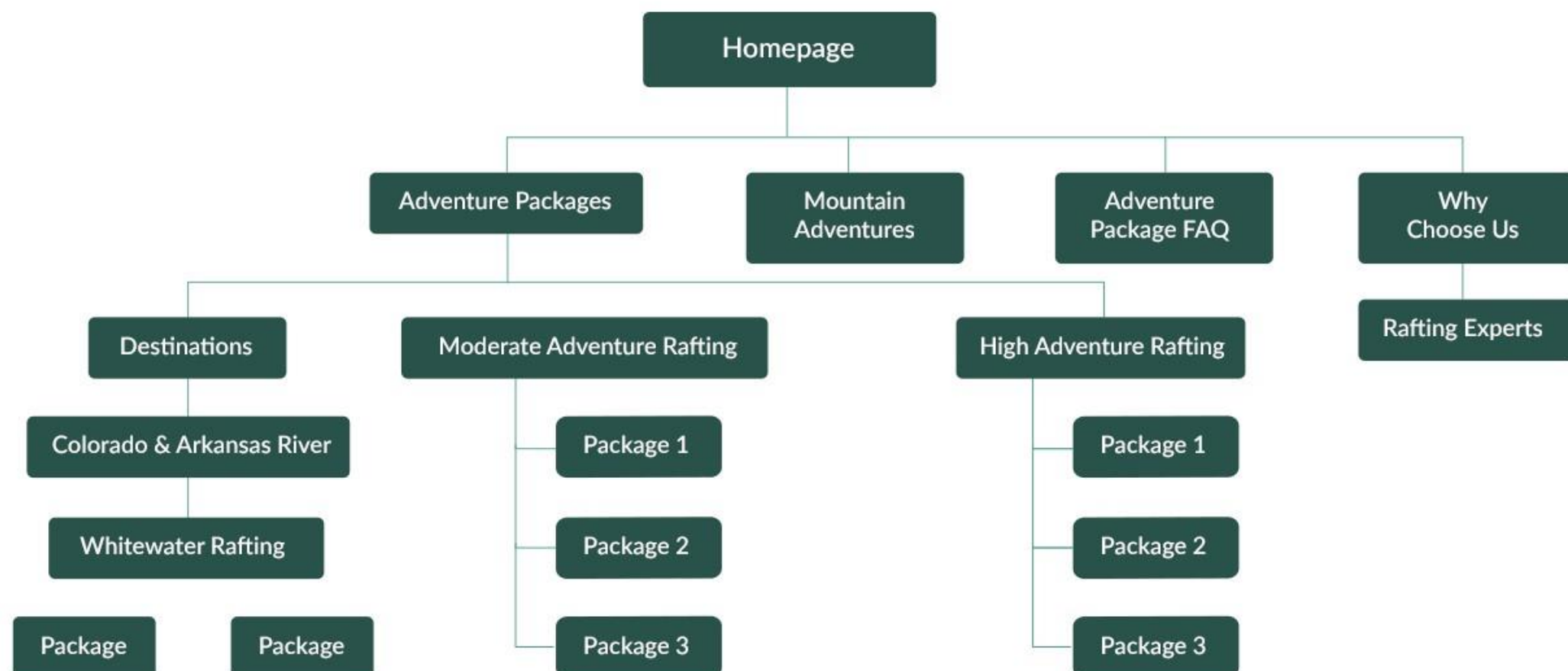
THE STRATEGY



Website Restructuring

The website structure lacks organization, which hinders the site from ranking for the target keywords.

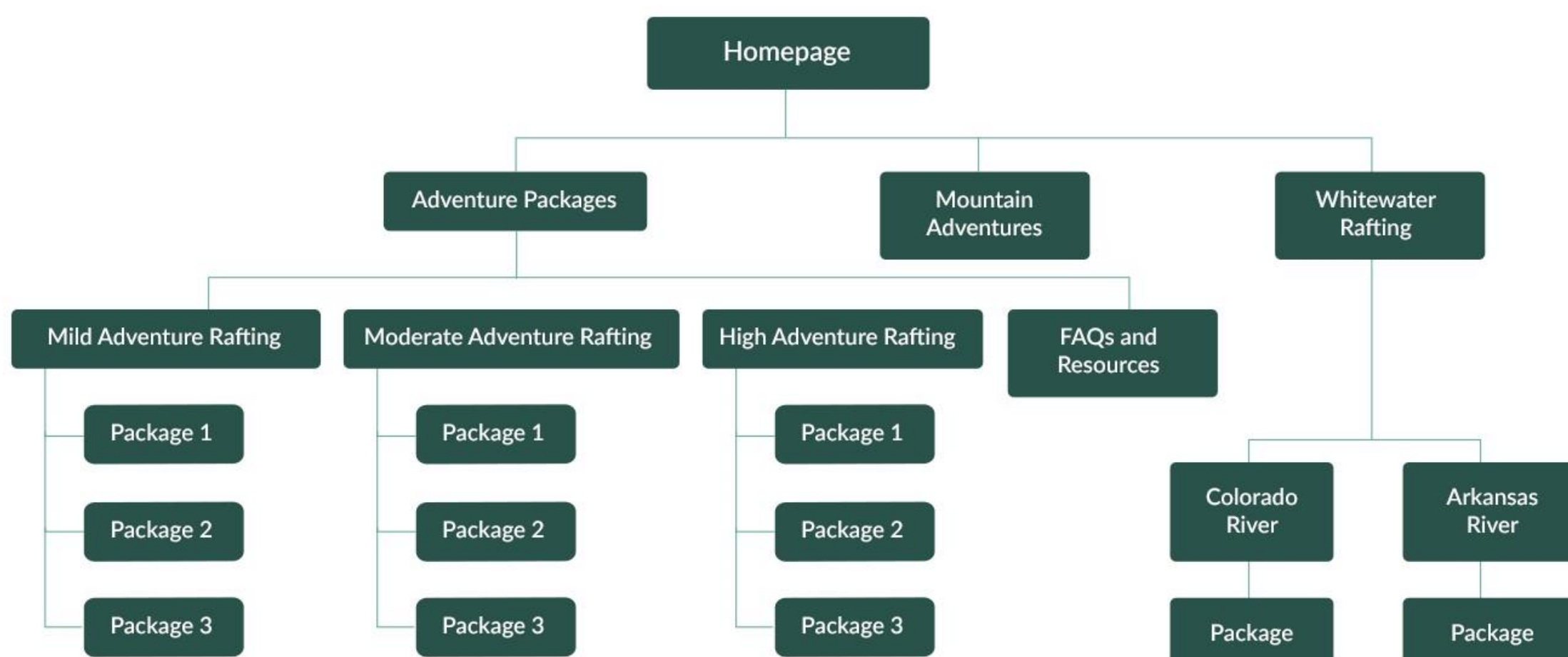
This is how the initial site structure looks like:



The landing page targeting the keywords for whitewater rafting was too far down the site hierarchy, which explains why it was not getting traffic.

We proposed a new website structure to make the pages more organized and distribute equity from the homepage to the relevant landing pages. This provides a more logical and contextual connection among the pages.

Here is the new website structure:



Internal Linking

The inner pages relevant to the target keywords were losing traffic, as most of the keyword equity directs to the homepage. The new website structure establishes the connection among the landing pages to ensure the homepage does not cannibalize all the rankings for the target keywords.

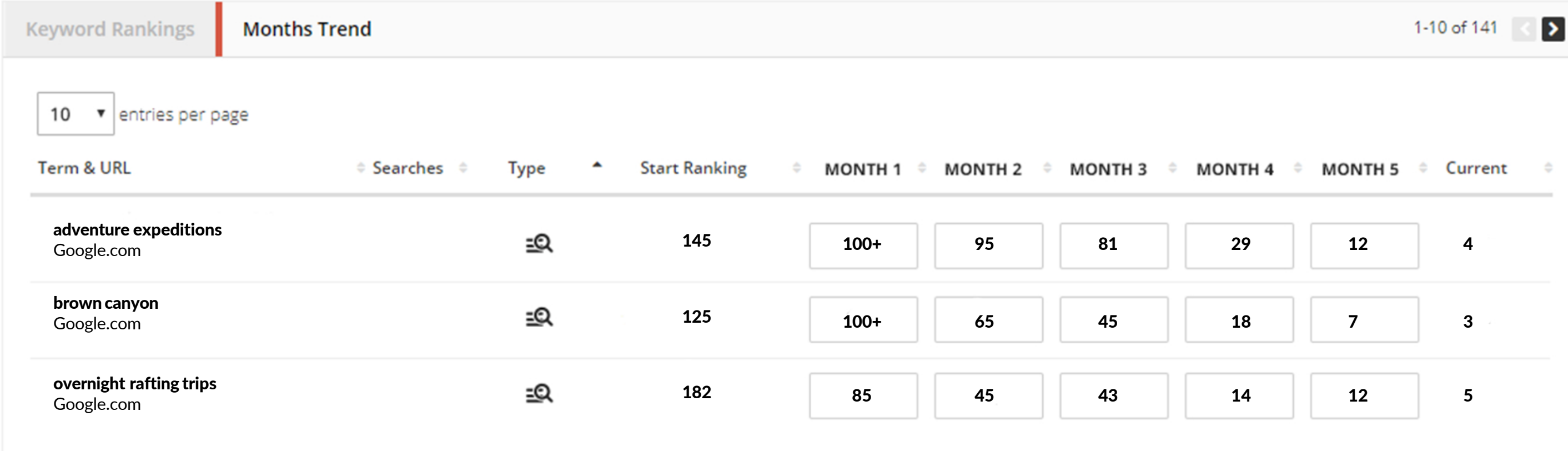
The target keyword was used in both the homepage and the relevant landing page – long-tail variations on the homepage, and exact match keywords on the landing page

Website Content Creation and Improvement

The content on the homepage was improved to highlight the unique selling point of our client. Some of the existing content about whitewater rafting was transferred from the homepage to relevant landing pages to avoid losing rankings. Some parts of the content were re-written to avoid keyword stuffing.

New pages were also created to provide contextual support to the landing page with the target keyword.

RESULTS



The screenshot shows a 'Keyword Rankings' tool interface with a 'Months Trend' tab. It displays a table with columns for 'Term & URL', 'Searches', 'Type', 'Start Ranking', and five months of ranking data. The data shows a clear downward trend in rankings for all three terms over the five-month period.

Term & URL	Searches	Type	Start Ranking	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	Current
adventure expeditions Google.com		🔍	145	100+	95	81	29	12	4
brown canyon Google.com		🔍	125	100+	65	45	18	7	3
overnight rafting trips Google.com		🔍	182	85	45	43	14	12	5

From 2,500 monthly visitors to 8,000 monthly visitors, amounting to a growth of **300%**.

Over 800 keywords in the **top 5 positions**.

50 keywords are ranking on **positions 1 to 3**, including the target keyword.

CONCLUSION

Through website restructuring, content creation, inner linking, the client was able to rank for their target keywords and claim the top positions on search results.