

INCREASED MONTHLY ORGANIC REVENUE BY \$320,000 IN ONE QUARTER FOR PRECIOUS METALS CLIENT

Business Challenges

- Traffic cut in half due to site migration before hiring (un)Common Logic
- Competing internal content
- Unable to use words “invest” or “value” in content

(un)Common Approach to SEO

- Leverage internal linking to capitalize on existing content
- Consolidate competing content
- Review old content for optimization opportunities

(un)Common Results



Q1 2023 Organic Performance vs. Q4 2022

✓ Total clicks	✓ Total impressions	✓ Average CTR	✓ Average position
143K 1/1/23 - 3/31/23	8.72M 1/1/23 - 3/31/23	1.6% 1/1/23 - 3/31/23	21.1 1/1/23 - 3/31/23
105K 10/1/22 - 12/31/22	7.46M 10/1/22 - 12/31/22	1.4% 10/1/22 - 12/31/22	22.7 10/1/22 - 12/31/22

Organic Sessions and Conversions by Month

