

## Case Study: Titan

Titan Increased SEO traffic by **42 %** and Keywords in Top 3 position on Google by **67%**

### Challenge & Objective

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new prospects.

### Approach

- Technical SEO to consolidate multiple domains competing for the same keywords
- Leverage enterprise content marketing to drive SEO rankings
- On-Page content creation including product and FAQs

### Tools Used



**42%**

Increase in SEO Traffic

**67%**

Increase in keywords in Top 3 Positions on Google

**46%**

Increase in keywords in Top 5 Positions on Google

**47%**

Increase in keywords ranking in Top 10

**59%**

Increase in Organic New User YoY

**367%**

Increase in Referral Organic Traffic YoY

