

Case Study: BAUSCH + LOMB

BAUSCH + LOMB Increased SEO Traffic by **+1753% Y/Y**

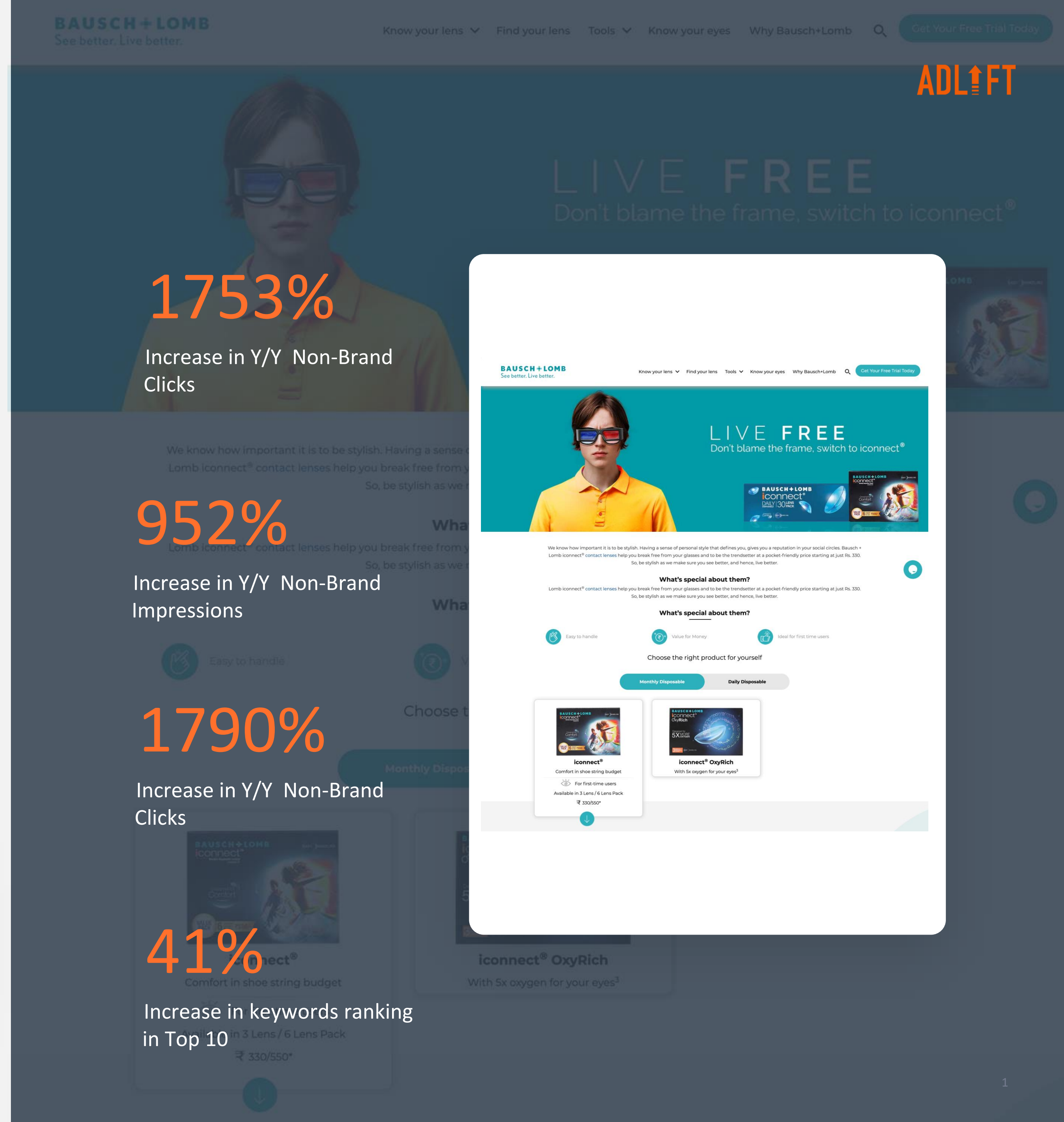
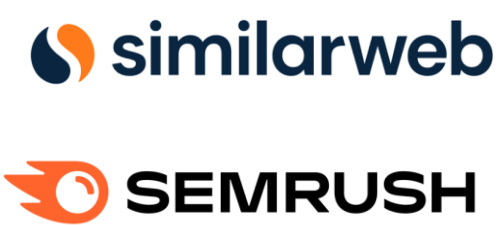
Challenge & Objective

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



1753%

Increase in Y/Y Non-Brand Clicks

952%

Increase in Y/Y Non-Brand Impressions

1790%

Increase in Y/Y Non-Brand Clicks

41%

Increase in keywords ranking in Top 10