

# CerveauSys attains over 20% Growth in organic Traffic and Sessions in 3 Months

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## About Client

CerveauSys is a leading creative management consulting firm specializing in helping businesses transform into robust, efficient organizations that grow sustainably and profitably. CerveauSys works in close collaboration with clients to understand their business challenges and execute forward-thinking strategic initiatives that drive change and competitive edge.



## Results



**20.35%**

Organic Traffic Increased



**23.78%**

Number of Sessions Increased



**26.28%**

Page Views Increased



### Objective

- CerveauSys aimed to establish a strong digital presence by ranking on Google's top 10 for targeted keywords. Being a newly launched website, the primary objective was to drive traffic, make the site discoverable, and attract relevant audiences searching for services aligned with CerveauSys's offerings.



### Problem Statement

- As a newly launched website, CerveauSys lacked visibility and rankings on Google, making it difficult to attract organic traffic.
- The challenge was to optimize the website to ensure discoverability while driving high-quality traffic relevant to the services offered.
- There was a need for a robust SEO and content strategy to improve search engine rankings and engage relevant audiences.



### Strategy & Execution

- Analyzed performance metrics and updated content regularly to ensure ongoing visibility and engagement.
- Conducted comprehensive **keyword research** with an ROI-driven approach to identify high-performing, service-relevant terms.
- Optimized the website's pages with original content and targeted keywords to improve SERP rankings and attract relevant audiences.
- Developed an industry-specific **blog section** with a structured content strategy to enhance SEO growth and audience engagement.
- Improved **page speed optimization**, ensuring faster loading times to enhance user experience and comply with Google's ranking algorithms.