



A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

# CASE STUDY

**optionDash**

With a goal to provide the best covered call screener on the internet, our client - optionDash, has been into the business since 2002.

[eintelligenceweb.com](http://eintelligenceweb.com)

# About Our Client

With an aim to provide best-covered call screener, they also offer portfolio management services, and option trading strategies for screen stock and option data.

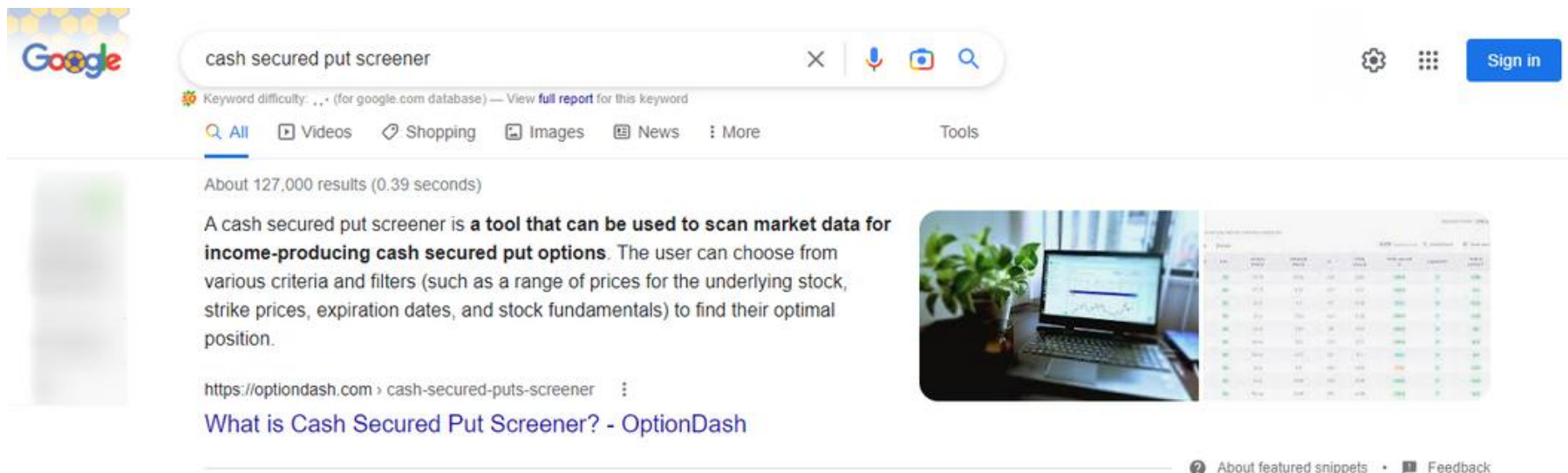
## Their Challenges & Our Solutions

optionDash, a business with a strong focus on online growth, invested in SEO to improve its organic presence, enhance engagement, and increase quality traffic and website signups.

Team e intelligence worked efficiently with them to raise organic traffic, boost visibility in the search engines, capture better leads, and improve conversion rates. We have delivered tangible results.

## Results

- ✓ Google answer box (**featured snippet**) for keyword - "cash secured put screener" in USA
- ✓ Improved organic sessions from **5,361 to 11,380 (112.27%** increased in a year)
- ✓ Acquired new users via organic channels from **3,740 to 4,327 (15.7%** increased in a year)
- ✓ Improvement in engaged session (**475%** increased in a year)
- ✓ Increased website sign-ups from **3981 to 7503 (88.47%** increased in 6 months)



Channel Group	New users	Engaged sessions	Engagement rate	Engaged sessions per user
First user default channel group	4,327 vs. 3,740 ↑ 15.7%	8,167 vs. 1,546 ↑ 428.27%	78.32% vs. 35.75% ↑ 119.05%	1.86 vs. 0.41 ↑ 349.37%
1 Organic Search				
Jan 1 - Dec 29, 2022	4,327	8,167	78.32%	1.86
Jan 3 - Dec 31, 2021	3,740	1,546	35.75%	0.41
% change	15.7%	428.27%	119.05%	349.37%

Channel Group	Users	Sessions	Engaged sessions	Event name	Conversions	Total users
Session default channel group	4,515 vs. 4,256 ↑ 6.09%	11,380 vs. 5,361 ↑ 112.27%	9,189 vs. 1,598 ↑ 475.03%	Software Signup_page	7,503.00 vs. 3,981.00 ↑ 88.47%	1,716 vs. 1,087 ↑ 57.87%
1 Organic Search						
Jan 1 - Dec 29, 2022	4,515	11,380	9,189	Jan 1 - Dec 29, 2022	7,503.00	1,716
Jan 3 - Dec 31, 2021	4,256	5,361	1,598	Jan 3 - Dec 31, 2021	3,981.00	1,087
% change	6.09%	112.27%	475.03%	% change	88.47%	57.87%