



A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

# CASE STUDY



Track Your Dividends offers the best tool for dividend investors to track and optimize their dividend portfolios.

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

## About Our Client

With 20 years of investment experience, Track Your Dividends also helps them improve diversification, dividend safety, and future income. They have all the tools an investor needs to analyze and optimize their funds.

## Their Challenges & Our Solutions

Along with accelerated growth, the clients wanted to incorporate an SEO approach that would enhance their online presence, drive more leads, and increase ROI on the market spend.

Team e intelligence helped them increase organic traffic, referring domains and conversions with link-building strategies. We also designed SEO strategies to maximize their on-page optimization and improve overall ROI.

## Results

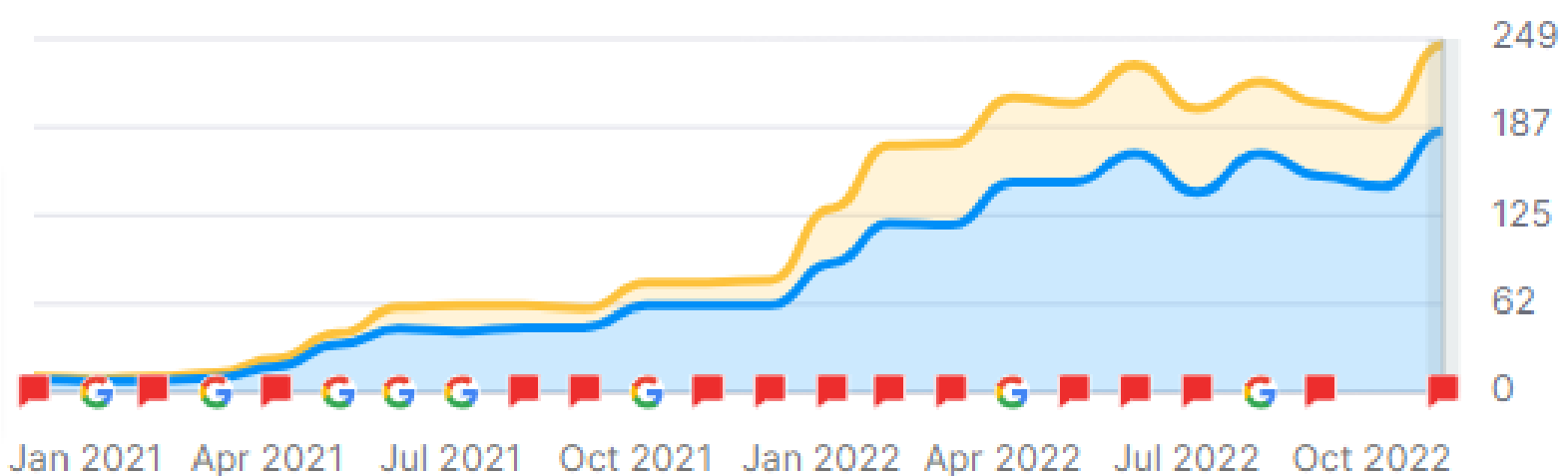
- ✓ Increased website sign-ups by **14.23%** organically in 6 months
- ✓ Acquired **13.04%** new organic users in the past three months
- ✓ **4** keywords (avg. monthly search volume = **3370**) started ranking in **1st position** in USA
- ✓ **22** keywords ranked on the 1st-page in Google - USA(out of targeted 40 keywords)
- ✓ Improved search console clicks from **35.7K to 39.3K** in 3 months

Default Channel Grouping	Conversions <small>Goal 1: Create an account</small>	
	Create an account (Goal 1 Conversion Rate) <small>?</small>	Create an account (Goal 1 Completions) <small>?</small>
	35.35% <small>2.64% vs 1.95%</small> <span>▲</span>	14.23% <small>883 vs 773</small> <span>▲</span>
1. Organic Search		
Nov 1, 2022 - Nov 30, 2022	2.64%	883 (100.00%)
Apr 1, 2022 - Apr 30, 2022	1.95%	773 (100.00%)
% Change	35.35%	14.23%

Default Channel Grouping	Acquisition	
	Users <small>?</small> <span>↓</span>	New Users <small>?</small>
	10.58% <small>26,258 vs 23,745</small> <span>▲</span>	13.40% <small>22,574 vs 19,906</small> <span>▲</span>
1. Organic Search		
Oct 1, 2022 - Dec 28, 2022	26,258 (100.00%)	22,574 (100.00%)
Jul 4, 2022 - Sep 30, 2022	23,745 (100.00%)	19,906 (100.00%)
% Change	10.58%	13.40%

### Organic Keywords 1,267

Top 3  4-10  11-20  21-50  51-100



<input checked="" type="checkbox"/> Total clicks <b>39.3K</b> — Last 3 months <b>35.7K</b> --- Previous 3 months <small>?</small>	<input checked="" type="checkbox"/> Total impressions <b>386K</b> — Last 3 months <b>337K</b> --- Previous 3 months <small>?</small>	<input type="checkbox"/> Average CTR <b>10.2%</b> — Last 3 months <b>10.6%</b> --- Previous 3 months <small>?</small>	<input checked="" type="checkbox"/> Average position <b>12.9</b> — Last 3 months <b>15.6</b> --- Previous 3 months <small>?</small>
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