



A LEADING GLOBAL FULL-SERVICE DIGITAL INTERACTIVE MARKETING AGENCY

# CASE STUDY



Their mission is - To drive a high standard and trustworthy money transfer service for all the customers that choose to transfer money with them.

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## About Our Client

PaySii is an online digital remittance platform, a UK-based financial services company. It is known for its ultra-competitive rates and instant mobile-to-mobile money transfers, which helps migrant communities send money to their loved ones with ease. They provide an easy-to-use service that displays a transparent user experience with no hidden fees and guaranteed exchange rates. They believe in giving the sender the peace of mind of knowing exactly how much they will pay and how much the receiver will get.

## Their Challenges & Solution

- After thorough research, we developed an integrated site-wide keyword strategy to optimize the website.
- Using their target keywords, we optimized the website, resolving major underlying issues.
- Launched customized SEO campaigns for 14 countries - United Kingdom, Norway, Cyprus, Denmark, Netherland, France, Finland, Ireland, Italy, Finland, Sweden, Germany, Austria, and Malta.
- Uncovered user intent of their buyer personas and optimized the site's content to improve its visibility on SERPs.
- Launched link building campaigns and generated over 1,830 quality backlinks to improve site's credibility and page authority.
- Performed Content Gap Analysis using keywords of their direct competitors and optimized site's content.
- We performed extensive outreaching activities and obtained backlinks with high Domain & Page Authority scores which helped us generate referral traffic.

## Results

- Organic traffic improved from 9,706 to 35,653 (that's over 356%) per month
- Out of 55 target keywords, 48 keywords started ranking on the first page of Google in 12 countries
- Improved organic conversions by over 165% (increased conversions from 52 to 138) per month
- Fixed broken links and regained 1,254 quality backlinks, leading to a significant improvement in their Domain & Page Authority.