

EduKyu Case Study



SEO & GEO Case Study

How Strategic SEO + GEO Drove 117% Lead Growth in 4 Months

Client: EduKyu

Website: <https://edukyu.com>

Industry: EdTech

Engagement Period: January 1 – April 30, 2026

AT A GLANCE

Key Results in 4 Months

20.6K Total Clicks	4.02M Total Impressions	6.4 Avg. Position	96% Non-Branded Traffic	117% Lead Growth (Jan–Mar)
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BACKGROUND

About the Client & The Challenge

EduKyu is an EdTech platform helping students navigate higher education in India — covering courses, universities, distance learning programmes, and career guidance across domains like MBA, B.Ed, MCA, and more.

When the engagement began in **January 2026**, the organic channel was contributing just **3.79%** of total website traffic.

Paid channels were carrying the weight.

The challenge was clear: **build an organic traffic engine that generates qualified leads**, not just rankings.

The primary business goal: Increase leads and form fill-ups through organic search — without relying on paid spend.

STRATEGY

The Approach: SEO + GEO + CRO

The strategy was built around one north star — **bring in leads, not just traffic**. Every decision flowed from that.

1. MoFU + BoFU Keyword Targeting

Instead of chasing high-volume, top-of-funnel keywords, we focused on **Middle-of-Funnel (MoFU)** and **Bottom-of-Funnel (BoFU)** keywords — search queries that signal purchase or decision-making intent. These keywords bring visitors who are actively evaluating options, significantly increasing the probability of conversion.

2. New Content Creation + Old Content Optimisation

The approach covered both fronts — creating new content around high-intent keywords and **optimising existing content** that had lead potential but was underperforming. Every piece, new or old, was treated as a conversion asset, not just a traffic asset.

3. Full-Stack SEO: On-Page, Off-Page & Technical

- **On-Page SEO:** Title tags, meta descriptions, heading structure, keyword placement, content depth, schema markup
- **Off-Page SEO:** Authority building and relevant backlink signals
- **Technical SEO:** Crawlability, site speed, indexation, structured data — ensuring search engines could access and rank the content effectively

4. GEO — Generative Engine Optimisation

A key differentiator of this engagement was content optimisation for **AI platforms** — not just Google. With users increasingly turning to **Google AI Overviews** and **LLM platforms like ChatGPT** for research and decision-making, content was structured to earn citations and presence across both. This approach — known as **GEO (Generative Engine Optimisation)** — ensures visibility in the next generation of search.

5. Internal Linking as a Conversion Funnel

Internal linking was architected with a dual purpose: **crawlability for search engines** and **user journey funnelling** for conversions. A visitor landing on a MoFU blog post would be guided through content and contextual links toward a BoFU page — and eventually to a **sign-up form or lead capture page**.

6. CRO on Blog Pages

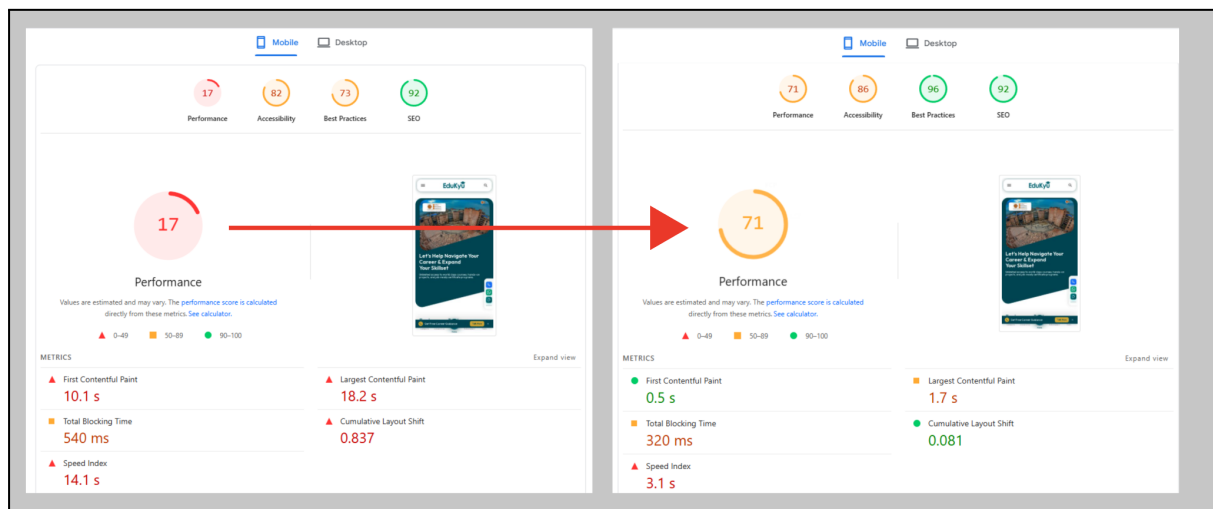
Blog pages were optimised for **scroll depth, CTA placement, banners, and pop-ups** — all calibrated to increase the likelihood of visitors clicking through and converting into leads.

TECHNICAL SEO EXECUTION

Site Speed & Core Web Vitals Improvement

Technical SEO was not a background checkbox — it was an active performance lever. One of the first assessments revealed a critical finding: the site was scoring 17 out of 100 on mobile performance in Google PageSpeed Insights. That score was a ceiling on organic potential.

A page that loads in over 10 seconds does not rank well, and it does not convert. Every content and keyword win in this engagement was built on the foundation of a technically healthy, fast-loading site. Without fixing the underlying performance issues, the content strategy would have underdelivered.



PageSpeed Insights (Mobile) | Before vs After | EduKyu

PageSpeed Scores: Before vs After (Mobile)

The table below captures the Google PageSpeed score movement across all four categories on mobile the most important device class for EduKyu's student audience.

Category	Before	After	Change
Performance	17	71	+317%
Accessibility	82	86	+4.9%
Best Practices	73	96	+31.5%
SEO	92	92	Maintained

Core Web Vitals: Metric-Level Breakdown

Beyond the summary scores, the individual Core Web Vitals tell the more granular story of what was fixed and how dramatically the user experience changed.

Metric	Before	After	Improvement	Status
First Contentful Paint (FCP)	10.1s	0.5s	-95%	?? → ??
Largest Contentful Paint (LCP)	18.2s	1.7s	-91%	?? → ??
Total Blocking Time (TBT)	540ms	320ms	-41%	?? → ??
Cumulative Layout Shift (CLS)	0.837	0.081	-90%	?? → ??
Speed Index	14.1s	3.1s	-78%	?? → ??

What Was Fixed

- Image optimisation: Uncompressed, oversized images were the primary driver of the 18.2s LCP. Images were compressed, correctly sized, and served in modern formats.
- Render-blocking resources: JavaScript and CSS files were identified and deferred or minified, directly reducing Total Blocking Time from 540ms to 320ms.
- Server response time: Hosting configuration and caching rules were reviewed and improved, contributing to the FCP improvement from 10.1s to 0.5s.
- Layout stability: Elements causing Cumulative Layout Shift (CLS 0.837 — classified as 'poor') were corrected with explicit size declarations. CLS dropped to 0.081.
- Schema markup: Structured data was implemented correctly, directly contributing to the Best Practices score improvement from 73 to 96.

Why This Mattered for Rankings and Leads

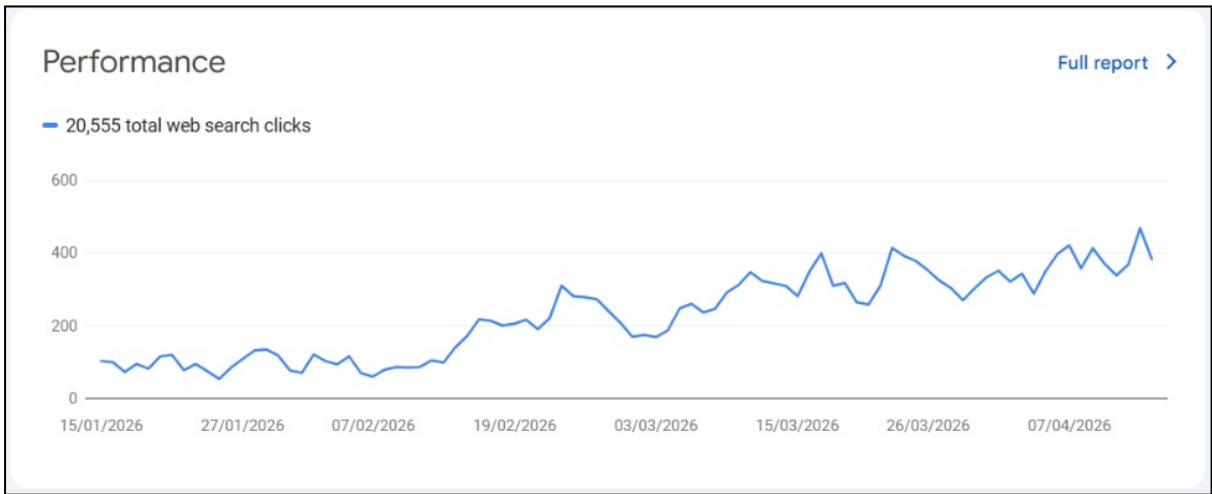
Google uses Core Web Vitals as a ranking signal. A performance score of 17 is a crawlability and ranking liability — the algorithm penalises slow, unstable pages regardless of content quality. Taking the mobile performance score from 17 to 71 removed that liability and allowed the content strategy to operate at full strength.

Beyond rankings, a faster site directly impacts conversion. Users who arrive from organic search on a sub-second FCP page are significantly more likely to read, engage, and fill out a form. The 117% lead growth in this engagement was not the result of traffic alone — it required the site to actually convert the visitors it was earning.

SEARCH PERFORMANCE

Google Search Console: Traffic & Impressions Growth

The GSC data captures the full engagement period — **January 15 to April 7, 2026**. The growth trajectory in both clicks and impressions reflects the compounding effect of the content and SEO strategy.



GSC Performance Chart | Jan 15 – Apr 7, 2026 | 20,555 Total Web Search Clicks

Total Clicks: 20.6K | Total Impressions: 4.02M | Avg. CTR: 0.5% | Avg. Position: 6.4



Branded vs Non-Branded Traffic | Branded: 4% | Non-Branded: 96%

A critical signal: **96% of all clicks came from non-branded keywords** — meaning the content was reaching **new audiences actively searching for information**, not just existing users already familiar with EduKyu. This validates the MoFU + BoFU keyword strategy.

CHANNEL GROWTH

GA4: Organic Search Channel Growth

The most significant business story sits in the channel shift. When the engagement started, **Organic Search contributed just 3.79% of total traffic**. By the end of the measured period, **it had grown to 27.17%** — a channel that now meaningfully competes alongside paid search.

GA4 — Period 1: Organic Search at 3.79% of Total Traffic (Baseline)

First user prim...channel group) +		↓ Total users	New users	Returning users
☒	Total	20,152 100% of total	19,860 100% of total	718 100% of total
☒	1 Display	11,349 (56.32%)	11,335 (57.07%)	111 (15.46%)
☒	2 Paid Search	6,948 (34.48%)	6,753 (34%)	454 (63.23%)
☒	3 Direct	819 (4.06%)	754 (3.8%)	81 (11.28%)
☒	4 Organic Search	763 (3.79%)	731 (3.68%)	48 (6.69%)
☒	5 Cross-network	150 (0.74%)	148 (0.75%)	6 (0.84%)
☐	6 Referral	98 (0.49%)	94 (0.47%)	17 (2.37%)

GA4 — Period 2: Organic Search grew to 27.17% of Total Traffic

☒	Total	25,827 100% of total	25,750 100% of total	1,715 100% of total
☒	1 Paid Search	10,390 (40.23%)	10,344 (40.17%)	762 (44.43%)
☒	2 Organic Search	7,017 (27.17%)	6,971 (27.07%)	607 (35.39%)
☒	3 Display	5,473 (21.19%)	5,457 (21.19%)	69 (4.02%)
☒	4 Direct	2,400 (9.29%)	2,335 (9.07%)	235 (13.7%)
☒	5 Cross-network	350 (1.36%)	353 (1.37%)	18 (1.05%)
☐	6 Referral	99 (0.38%)	93 (0.36%)	19 (1.11%)

Channel Comparison Snapshot

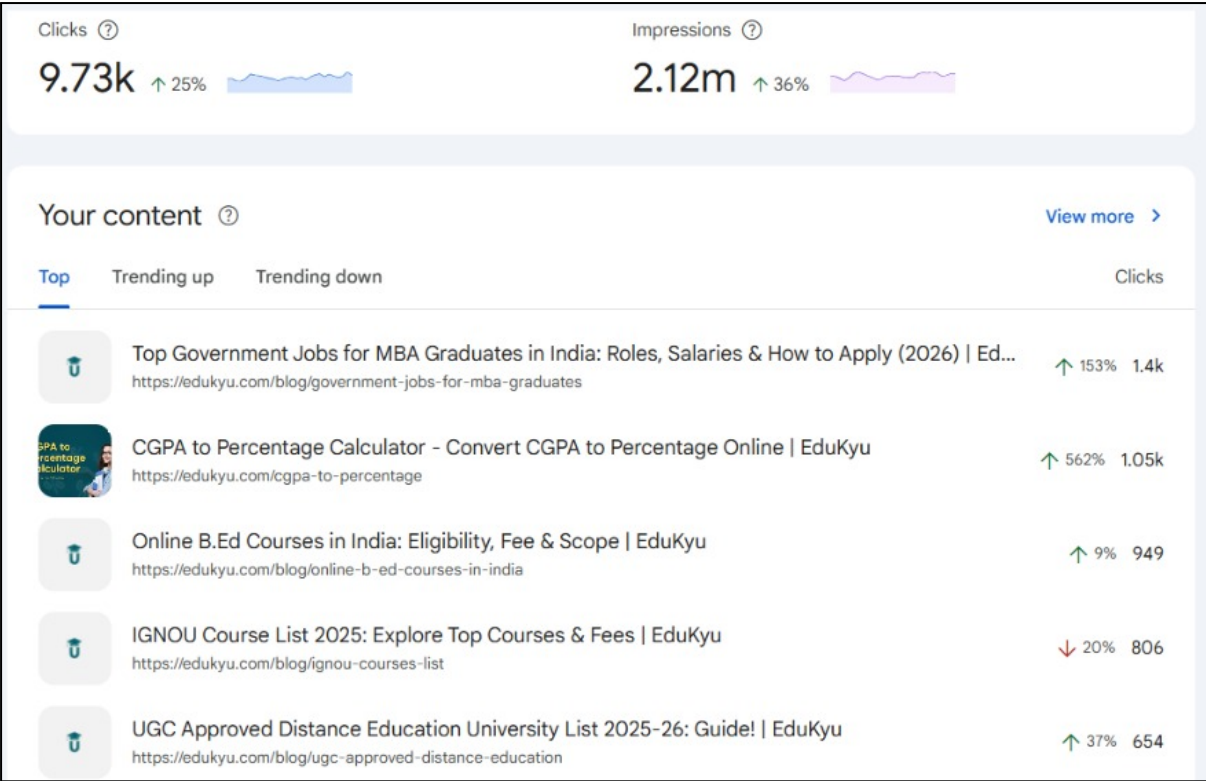
Channel	Period 1 (GA4)	Period 2 (GA4)
Paid Search	34.48%	40.23%
Organic Search	3.79%	27.17%
Display	56.32%	21.19%
Direct	4.06%	9.29%

Organic Search went from being the **4th-largest channel at 3.79%** to the **2nd-largest channel at 27.17%** — a 7x increase in channel share.

CONTENT PERFORMANCE

Top Performing Content (GSC)

Clicks trending up across a period of **9.73K clicks (+25%)** and **2.12M impressions (+36%)**, the content strategy delivered consistent top performers. Below are the top 5 pages by clicks.



Top Performing Content — GSC | Clicks: 9.73K (+25%) | Impressions: 2.12M (+36%)

Content Performance Summary

Content / Page	Clicks	Growth
Top Government Jobs for MBA Graduates in India	1.4K	↑ 153%
CGPA to Percentage Calculator	1.05K	↑ 562%
Online B.Ed Courses in India	949	↑ 9%
IGNOU Course List 2025	806	↓ 20%
UGC Approved Distance Education University List 2025–26	654	↑ 37%

KEYWORD RANKINGS

Keyword Ranking Growth: February vs March 2026

In just one month — February to March 2026 — keyword rankings scaled significantly across all position buckets. The standout movements:

- **Top 3 Rankings:** 55 → 106 (+93% in one month)
- **Top 4–10 Rankings:** 424 → 574

- **AI Overviews:** 147 → 300 **(+104% — doubled in one month)**
- **Total Keyword Footprint:** 2,751 → 3,217

February 2026		March 2026	
● Top 3	55	● Top 3	106
● 4-10	424	● 4-10	574
● 11-20	391	● 11-20	554
● 21-50	674	● 21-50	754
● 51-100	624	● 51-100	465
● AI Overviews	147	● AI Overviews	300
● Other SERP Features	436	● Other SERP Features	464
Total	2,751	Total	3,217

Keyword Ranking Distribution | February vs March 2026

Detailed Ranking Breakdown

Position Bucket	February 2026	March 2026
Top 3	55	106
Top 4–10	424	574
11–20	391	554
21–50	674	754
51–100	624	465
AI Overviews	147	300
Other SERP Features	436	464
Total Keywords	2,751	3,217

SERP PRESENCE

SERP Rankings & Google AI Overview Presence

Below are live SERP screenshots showing EduKyu ranking and featured in **Google AI Overviews** across multiple high-competition keywords. Each keyword shown includes the **Keyword Difficulty (KD)** pulled from Surfer SEO, confirming these are not easy wins.

Keyword: "top government jobs after mba" — AI Overview Featured

top government jobs after mba

Keyword difficulty: ... (for google.com database) — View full report for this keyword

Powered by SURFER

AI Overview

मराठी

🔊

The best government jobs after an MBA, offering high pay, prestige, and management roles, include **RBI Grade B Officer, SEBI Grade A Officer, and NABARD Grade A/B Officer**. Other top roles include **PSU Management Trainees** (ONGC, NTPC, IOCL), **UPSC Civil Services** (IAS/IPS), and senior positions in insurance companies like LIC/GIC. Quora +4

Top Government Jobs & Roles for MBAs

- Regulatory & Finance:** RBI Grade B (Monetary policy, banking regulation), SEBI Grade A (Capital markets), and NABARD (Rural/Agri-finance) are considered top-tier for finance/management grads.
- Public Sector Undertakings (PSUs):** Hiring for roles in HR, Finance, and Marketing (e.g., GAIL, BHEL, NTPC).
- Management & Administration:** Public Sector Management Trainee, Senior Consultant, and Assistant Manager roles in central/state projects.
- Banking:** Bank Probationary Officers (PO) in SBI and other nationalized banks.
- Civil Services:** Indian Administrative Service (IAS) and Indian Revenue Service (IRS) are high-prestige options for leadership roles. EduKyu +7

Ask anything

Top Government Jobs for MBA Graduates in India: Roles, Salaries ...

Government Consultancy - Central and state departments hire Junior and Senior Consultants for project management and policy adviso...

 EduKyu

As an MBA graduate, what Indian Government competitive exams ...

Best one is RBI Grade B then SEBI then NABARD, then Insurance Companies AAO/AO/AM Exams. One can target SSC CGL (Though it's...

 Quora

Top Government Jobs for MBA Graduates in India - Amity Online

As an MBA graduate, you have higher chances of excelling because of your knowledge in marketing...

 Amity Online

Show all

SERP: "top government jobs after mba" | EduKyu featured in Google AI Overview

Keyword: "online bed courses in india" — KD 39.73% | AI Overview Featured

Online Bed courses in india

Keyword difficulty: 39.73% (for google.com database) — View full report for this keyword

Powered by SURFER

Online B.Ed courses in India are primarily offered through Open and Distance Learning (ODL) modes by top universities like IGNOU, Madhya Pradesh Bhoj Open University, and Jamia Millia Islamia. The 2-year program costs roughly ₹20,000–₹55,000 annually and requires graduation with 50% marks. These NCTE-approved programs provide flexible, self-paced learning. EduKyu +4

Top Universities Offering

- IGNOU (Indira Gandhi)** (approx. ₹55,000 total).
- Jamia Millia Islamia (JMI)**
- Madhya Pradesh Bhoj** around ₹30,000 - 90,000
- Tamil Nadu Open Univ**
- Dr. B.R. Ambedkar Ope** education. EduKyu +4

Key Details About Online B.Ed Programs

Ask anything

Bachelor of Education(B.ED) - IGNOU

The Bachelor of Education (B.Ed) programme of Indira Gandhi National Open University (IGNOU) has been...

 IGNOU

Online B.Ed Courses in India: Eligibility, Fee & Scope - EduKyu

Explore top universities for online B Ed courses in India with NAAC A+, UGC & DDE recognition. Flexible 25 year duration tailored ...

 EduKyu

Which University Is Best for B.Ed Distance Education in India?

One of the most popular universities in India · Advanced online learning platform · Strong faculty support · Hig...

 www.lifelonglearning.org.in

Show all

SERP: "online bed courses in india" | KD: 39.73% | EduKyu featured in Google AI Overview with multiple citations

Keyword: "mca colleges in chennai" — KD 52.19% | AI Overview Featured

mca colleges in chennai

Keyword difficulty: 52.19% (for google.com database) — View full report for this keyword

Powered by **SURFER**

AI Overview **मराठी**

Top MCA colleges in Chennai include the College of Engineering, Anna University (CEG), SRM Institute of Science and Technology, Loyola College, and Vels Institute of Science, Technology & Advanced Studies (VISTAS). These institutions are known for strong placements and comprehensive IT curricula. Admission is frequently based on TANCET scores, with popular specializations like AI and cybersecurity available.  EduKyu +4

Best MCA Colleges in Chennai 2025: Fees, Rankings & ROI
Here are some of the top MCA colleges in Chennai: * **SRM Institute of Science and Technology** * **College of Engineering, Anna U...

Top MCA Colleges in Chennai – Fees, Courses & Admissions 2026
Which college is best in Chennai for MCA? The best MCA colleges in Chennai include SRM Institute of...

Master of Computer Applications (M.C.A.)
Students can also specialize in specific areas such as: * Artificial intelligence * Machine learning * Cybersecu...

Hindustan Institute of Technology ...

Show all

SERP: "mca colleges in chennai" | KD: 52.19% | EduKyu featured in Google AI Overview

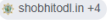
Keyword: "best distance learning in india" — KD 44.17% | AI Overview Featured

best distance learning in india

Keyword difficulty: 44.17% (for google.com database) — View full report for this keyword

Powered by **SURFER**

AI Overview **मराठी**

Indira Gandhi National Open University (IGNOU) is widely considered the best for distance education in India, boasting NAAC A++ accreditation and the largest reach. Other top institutions include SYMBIOSIS (SCDL) for management, DU-SOL for arts/commerce, and Narsee Monjee (NMIMS) for top-tier online programs. These universities are UGC-DEB approved.  shobhitodi.in +4

Top Open University in India 2025: NIRF Rank & Fees - EduKyu
9. Delhi University - School of Open Learning (DU SOL) DU SOL (Delhi University School of Open Learning) is an...

Top 10 Open Universities in India for Distance Education- Blog
Top 10 UGC -DEB and AIU Approved Open and Distance Education Universities in India. Indira Gand...

Best Distance Education Universities in India
IGNOU: India's premier open university Indira Gandhi National Open University (IGNOU), a 38-year-old...

Top Distance Education Universities in India 2025: NIRF Rank & Fees - EduKyu
9. Delhi University - School of Open Learning (DU SOL) DU SOL (Delhi University School of Open Learning) is an...

Top 10 Universities in India Providing Online Degrees 2026-27 - Blog
List of Top 10 Best Online University in India * Indira Gandhi National Open...

Narsee Monjee Institute of Management Studies (NMIMS) for online MBA
Mangalayatan University

Amity University

SERP: "best distance learning in india" | KD: 44.17% | EduKyu featured in Google AI Overview

Keyword: "best online mba colleges in hyderabad" — KD 45.75% | Ranked #3

best online mba colleges in hyderabad

Keyword difficulty: 45.75% (for google.com database) — View full report for this keyword

Powered by **SURFER**

EduKyu
https://edukyu.com › blog › distance-mba-in-hyderabad

3. Top Online/Distance MBA Colleges in Hyderabad 2026

L: 1 LD: 6.81K I: n/a whois </> source Rank: 3.24M

The top online/distance MBA colleges in Hyderabad are **ICFAI, Jain University, KL University, GITAM, and Amity University**. 2. Is an online MBA ... [Read more](#)

SERP: "best online mba colleges in hyderabad" | KD: 45.75% | EduKyu Ranked #3

Keyword: "ignou course list" — KD High | Ranked #4

ignou course list

Search Volume: 8,100 · \$ 0.08

Powered by **SURFER**

EduKyu
https://edukyu.com › blog › ignou-courses-list

4. IGNOU Course List 2025: Explore Top Courses & Fees

L: 177 LD: 6.81K I: n/a whois </> source Rank: 3.24M

IGNOU offers over 200 programs, including undergraduate, postgraduate, diploma, and certificate courses. These cater to various fields like management, ... [Read more](#)

SERP: "ignou course list" | Search Volume: 8,100 | EduKyu Ranked #4

GEO RESULTS

GEO: AI Platform Visibility & Citations

In the current search landscape, **visibility on AI platforms is a non-negotiable channel**. Content was optimised not just for Google, but to earn citations and responses on **LLM platforms like ChatGPT**. The screenshots below show EduKyu surfacing directly in ChatGPT responses for target queries.

ChatGPT: "top government jobs after mba in 2026"

top government jobs after mba in 2026

If you're targeting **government jobs after MBA in 2026 (India)**, don't think in terms of "one job." Think in **career tracks**—because the best options depend heavily on your specialization (Finance, HR, Marketing, Ops).

Here's a **clear, realistic breakdown of the top government jobs after MBA**, ranked by reputation, salary, and career growth.

Top Government Jobs After MBA (2026)

1. **RBI Grade B Officer (Best for Finance + Prestige)**
 - **Organization:** Reserve Bank of India
 - **Role:** Monetary policy, banking regulation, economic analysis
 - **Salary:** ₹1–1.4 lakh/month+ Pro Job Alert
 - **Why it's top-tier:** Elite job, strong work-life balance, policy-level influence

Ideal if you did **MBA Finance / Economics**

2. SEBI Grade A / NABARD / SIDBI Officers

MBA/PGDM Govt Jobs 2026
 2,044+ MBA/PGDM government jobs updated daily.
 Central Govt, PSU, Banking, Railways, Teaching. Lates...
[treejobalert.com](#)

Govt Jobs After MBA Finance: Top Roles, Exams & ...
 Explore top government jobs for MBA graduates in India. From RBI Grade B to PSU Manager, check role...
[edukyu.com](#)

Govt Jobs After MBA Finance: Top Roles, Exams & ...
 2 hours ago — A complete guide to top government jobs after MBA Finance in India, including roles like...
[karnatakacareers.org](#)

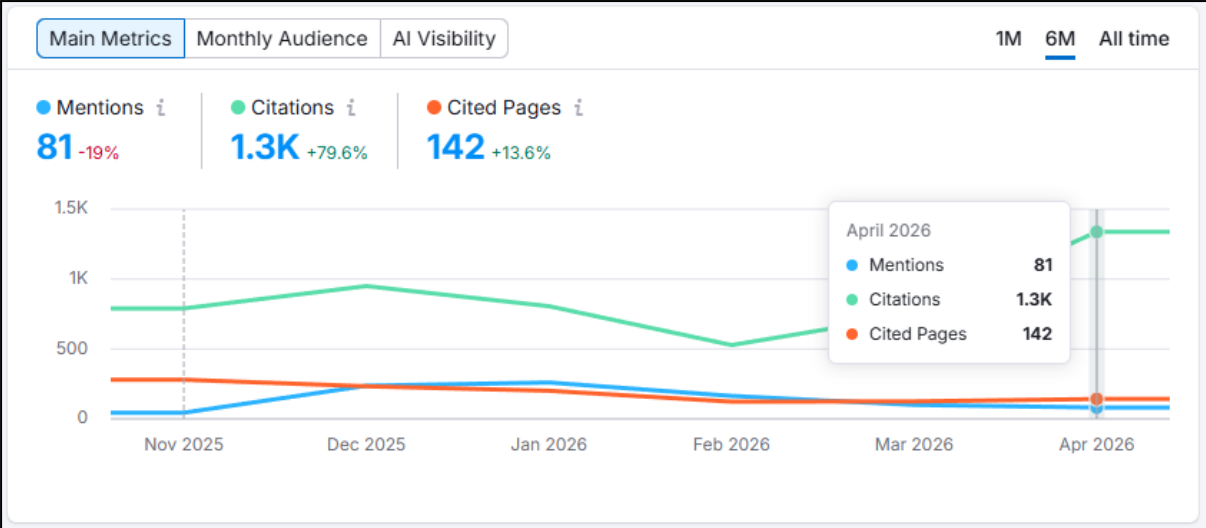
Latest MBA govt jobs 2026 Apply Online for MBA Jobs ...
 MBA Jobs for Freshers 2026 Master of Business Administration Jobs · CUK Recruitment · KRCL...
[gngroup.org](#)

List of Top 10 High Paying Government Jobs after MBA in ...
 31 May 2024 — Top Government Jobs After MBA: Leading Companies and Salary Details ; Reserve Ban...
[financecareer.in](#)

AI Visibility Metrics (Nov 2025 – April 2026)

The chart displays three metrics over time: Mentions (blue line), Citations (green line), and Cited Pages (orange line). The Y-axis ranges from 0 to 1.5K. The X-axis shows months from Nov 2025 to Apr 2026. A tooltip for December 2025 shows: Mentions 237, Citations 950, and Cited Pages 233. The current values at the top are: Mentions 81 (-19%), Citations 1.3K (+79.6%), and Cited Pages 142 (+13.6%).

Metric	Current Value	Change
Mentions	81	-19%
Citations	1.3K	+79.6%
Cited Pages	142	+13.6%



- **AI Citations: 1.3K (+79.6%)** — EduKyu content cited across LLM responses
- **Cited Pages: 142 (+13.6%)** — Number of unique pages being cited
- **AI Mentions: 81 (-19%)** — Direct brand mentions in AI-generated responses

AI Visibility Dashboard | Citations: 1.3K (+79.6%) | Cited Pages: 142 (+13.6%) | Nov 2025 – Apr 2026

RESULTS

Results Summary

Here is a consolidated view of all measurable outcomes from the **January 1 – April 30, 2026** engagement:

Metric	Result
Total Organic Clicks (GSC)	20.6K
Total Impressions (GSC)	4.02M
Average Position	6.4
Non-Branded Traffic Share	96%
Organic Search Channel Share (GA4)	3.79% → 27.17%
Clicks Growth (period-over-period)	+25% (9.73K)
Impressions Growth (period-over-period)	+36% (2.12M)
Top 3 Keyword Rankings (Feb → Mar)	55 → 106 (+93%)
Total Keywords (Feb → Mar)	2,751 → 3,217
AI Overviews Presence (Feb → Mar)	147 → 300 (+104%)

AI Citations (LLM Platforms)	1.3K (+79.6%)
Cited Pages on AI Platforms	142 (+13.6%)
Lead / Form Fill-up Growth (Jan → Mar)	41 → 89 (+117%)

What Made the Difference

This engagement worked because the strategy was built around **business outcomes, not vanity metrics**. Targeting MoFU + BoFU keywords ensured that every piece of content served **lead intent**. Layering GEO on top of traditional SEO gave EduKyu presence in the channels where its potential students are increasingly making decisions. And the internal linking + CRO work ensured that organic traffic didn't just arrive — it **converted**.

Ckredence Wealth Case Study

Ckredence Wealth — SEO + AEO + GEO Case Study

Website: ckredencewealth.com **Industry:** Wealth Management / Portfolio Management Services (India) **Project Period:** June 2025 – December 2025 (6 months) **Role:** SEO & Project Lead (Sole Strategist)

The Numbers at a Glance

Metric	Result
Organic Traffic Growth	+372%
Total Impressions (GSC)	1.08 Million
Keywords Ranked	99 → 1,091 (10x)
Top 10 Keywords	92 (60%+ MOFU/BOFU)
AI Overview Presence	1 → 12 features
Referral Traffic Growth	+1,119.7%
LLM Platform Share of Referral	~60% (ChatGPT, Perplexity & others)
Domain Rating	11 → 24
Backlinks	18 → 142
Linking Domains	7 → 96
Leads Generated	108 qualified inquiries
Business Generated	₹4 Crore+

01. About Ckredence Wealth

Ckredence Wealth is a SEBI-registered wealth management firm in India, specialising in Portfolio Management Services (PMS). Their clients are High Net Worth Individuals (HNIs) and sophisticated investors — people committing a minimum of ₹50 lakhs as mandated by SEBI — who research thoroughly before making any investment decision.

This audience doesn't click ads impulsively. They search, compare, ask questions on AI platforms, and look for credible expertise. That profile made content strategy everything —

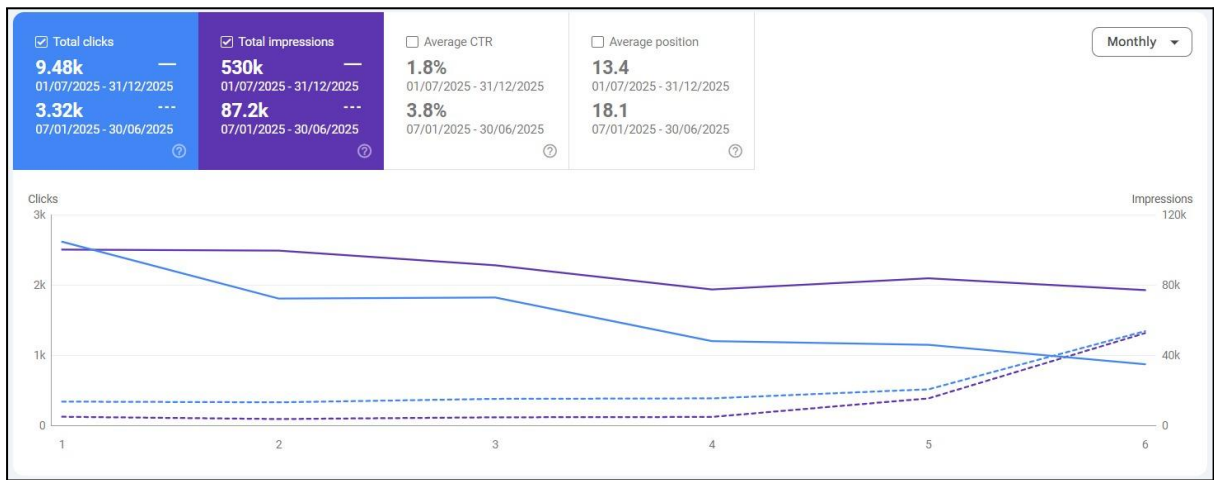
the path to a qualified lead ran directly through educational, trust-building content that answered real investor questions at the middle and bottom of the funnel.

02. The Challenge

When we stepped in, Ckredence had a functional website that had been sitting inactive since it was first created. There was near-zero organic traffic. The business was running entirely on paid channels and offline referrals — and the Customer Acquisition Cost on both was climbing.

The starting state:

Metric	Before (Jan–Jun 2025)
Clicks	3,320
Impressions	87,200
Avg. Position	18.1
Keywords Ranked	99
Domain Rating	11
Backlinks	18
Linking Domains	7



The core problems:

- Zero organic contribution to lead generation

- 100% dependency on paid and offline channels, with rising CAC
- No technical SEO foundation — site not properly set up for crawling, indexing, or speed
- Existing pages not aligned to keywords HNI investors were actually searching
- Zero presence in AI platforms (Google AI Overviews, ChatGPT, Perplexity) — a channel HNIs were actively using to research investment decisions

Budget constraint: a maximum of 5 content pieces per month (blogs + commercial pages combined). Every decision had to earn its place.

03. Strategy & Approach

The work was structured in phases, each building the foundation for the next.

Phase 1 — Technical Foundation First

Before publishing a single piece of content, the technical health of the site was addressed. A full audit using Screaming Frog identified critical gaps:

- **Core Web Vitals:** LCP, INP, and CLS were each fixed to send positive UX signals to Google
- **Crawlability & indexing:** Sitemap, robots.txt, and canonical tags corrected so Google could properly discover all key pages
- **Site speed:** The Webflow site was optimised for fast loading on both desktop and mobile

Rankings cannot be built on a broken foundation. This phase was non-negotiable before anything else.

Phase 2 — On-Page Optimisation of Existing Pages

The homepage and all key service pages (PMS, portfolio, contact) were re-optimised for the right target keywords. These were the money pages — the ones that needed to rank for high-intent, bottom-of-funnel queries from investors close to making a decision.

Each page was aligned with a primary keyword, supporting terms, clear header structure, proper meta tags, and internal links pointing toward it.

Phase 3 — MOFU/BOFU Keyword Strategy

A comprehensive keyword map was built after competitor analysis and search intent research across the PMS and wealth management space in India.

The decision was deliberate: we did not chase high-volume informational terms that attract curious readers but never convert. Every keyword had to carry dual value — traffic potential AND a realistic path to a lead.

MOFU focus: Investors comparing options and seeking education

- twrr vs xirr
- factors affecting investment decisions
- phases of portfolio management services
- smart investment in IPO

BOFU focus: Investors close to taking action

- pms minimum investment
- portfolio management services India

With only 5 content slots per month, prioritisation was everything.

Phase 4 — AEO & GEO Content Execution

Content was written to rank on Google AND to be cited by AI systems. Each piece was structured for both Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO):

- Clear, factual statements that AI models can extract and attribute
- Q&A sections, comparison tables, and numbered frameworks — formats AI systems prefer
- Comprehensive subtopic coverage to build genuine topical authority
- Schema markup and authoritative sourcing to strengthen entity clarity

The goal was to become the source AI systems reach for when an HNI investor asks a question about PMS, portfolio management, or investment strategy.

Phase 5 — Internal Linking & CRO Funnel

Every content piece was mapped into a deliberate internal linking structure. The logic was simple:

TOFU/MOFU content → internal links to MOFU page → internal links to money page → lead form

A user landing on an educational blog was never left in a dead end. The content was written so that the natural next step, supported by internal links, led toward a service page. Each money page included a clear CTA and lead capture form.

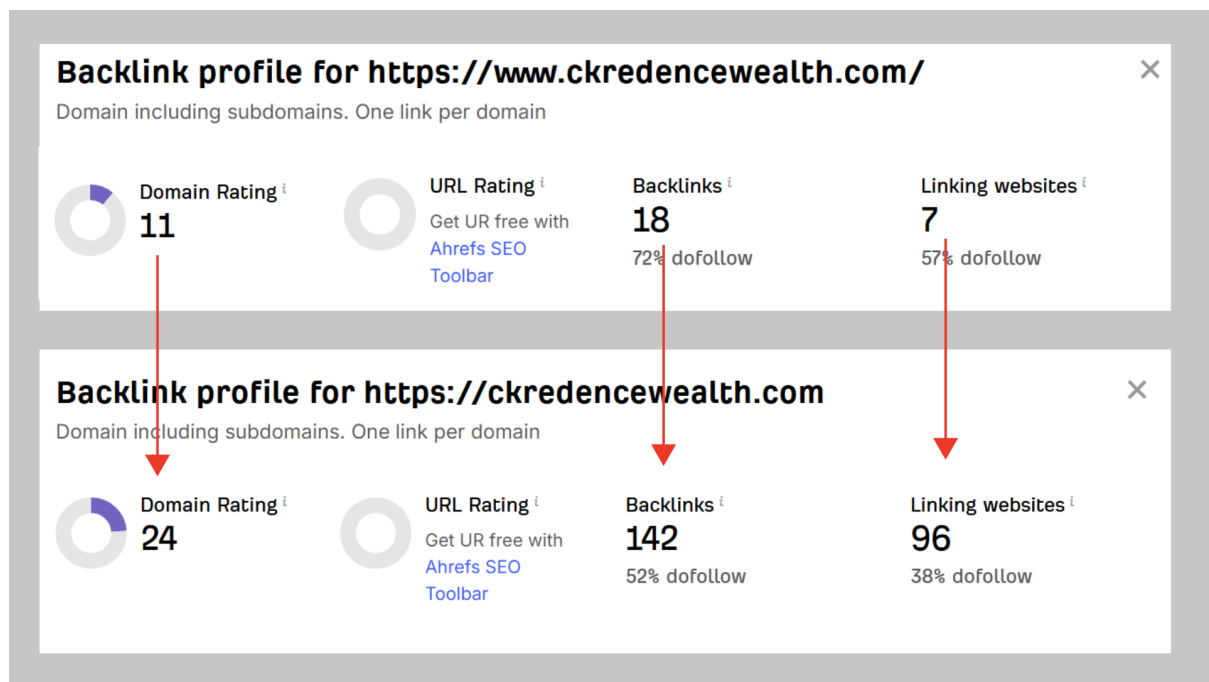
This funnel architecture is directly responsible for the 108 leads generated.

Phase 6 — Off-Page Authority Building

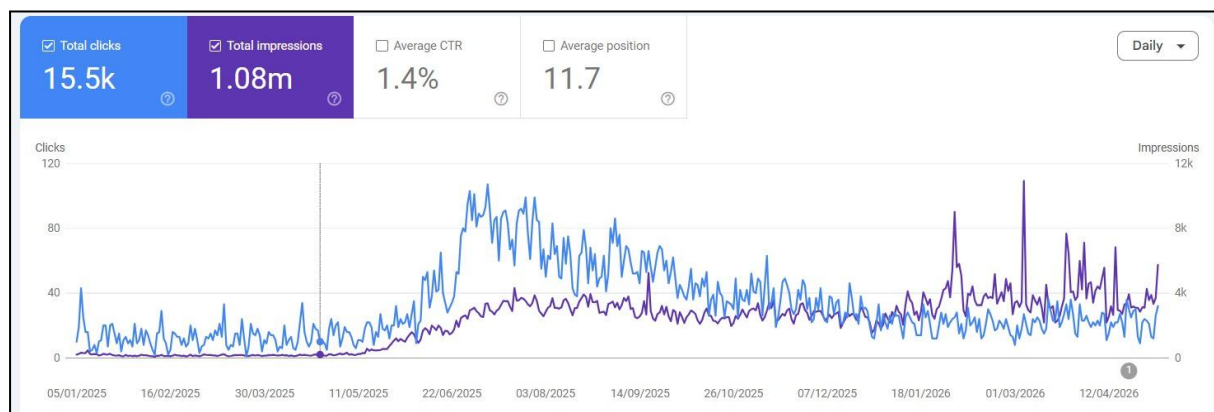
Running in parallel throughout the engagement:

- Guest posts on relevant finance and investment websites
- Business directory and financial listing submissions
- Review site profiles created and optimised
- Active LinkedIn and Instagram presence to support brand authority signals

Result: Domain Rating grew from 11 to 24. Backlinks grew from 18 to 142. Linking domains grew from 7 to 96.



04. Search Performance — Google Search Console



Cumulative performance across the full engagement:

Metric	Value
Total Clicks	15,500
Total Impressions	1,080,000
Average CTR	1.4%
Average Position	11.7

Before vs. After (period comparison):

Metric	Jan–Jun 2025	Jul–Dec 2025	Change
Clicks	3,320	9,480	+186%
Impressions	87,200	530,000	+508%
CTR	3.8%	1.8%	See note
Avg. Position	18.1	13.4	+4.7 positions

Note on CTR: The drop from 3.8% to 1.8% is a positive signal, not a regression. The site went from 99 to 1,091 keywords — many of which are informational queries that naturally have lower CTR. Absolute clicks nearly tripled. More impressions from a broader keyword set dilutes the average CTR; that is expected and healthy.

05. Traffic Growth — Google Analytics 4

First user prim...channel group) + SHOW ALL ROWS		↓ <u>Total users</u>	<u>New users</u>	<u>Returning users</u>
Total		13,704 vs. 2,812 ↑ 387.34%	13,435 vs. 2,863 ↑ 369.26%	1,695 vs. 441 ↑ 284.35%
1	Organic Search			
	1 Jul - 31 Dec 2025	8,952 (65.32%)	8,876 (66.07%)	1,358 (80.12%)
	1 Jan - 30 Jun 2025	1,896 (67.43%)	1,894 (66.15%)	317 (71.88%)
	% change	372.15%	368.64%	328.39%

Organic Search — User Growth:

Metric	Jan–Jun 2025	Jul–Dec 2025	Growth
Total Users	1,896	8,952	+372%
New Users	1,894	8,876	+369%
Returning Users	317	1,358	+328%

98% of organic users were new — the site was effectively invisible to the target audience before this work began. It is now their primary point of discovery.

06. GEO Results — AI & LLM Platform Visibility

One of the most significant outcomes of this project was building Ckredence's presence on AI platforms — a channel that most wealth management firms have not yet activated.

Referral				
1 Jul - 31 Dec 2025	805 (5.87%)	803 (5.98%)	57 (3.36%)	3m 00s
1 Jan - 30 Jun 2025	66 (2.35%)	66 (2.31%)	18 (4.08%)	1m 09s
% change	1,119.7%	1,116.67%	216.67%	158.43%

Referral	perplexity.ai / referral	
1 Jul - 31 Dec 2025	104 (9.09%)	103 (9.02%)
1 Jan - 30 Jun 2025	21 (10%)	21 (10%)
% change	395.24%	390.48%

Referral	chatgpt.com / referral	
1 Jul - 31 Dec 2025	71 (6.21%)	71 (6.22%)
1 Jan - 30 Jun 2025	13 (6.19%)	13 (6.19%)
% change	446.15%	446.15%

Referral Traffic — LLM Platform Growth:

Channel	Jan–Jun 2025	Jul–Dec 2025	Growth
---------	--------------	--------------	--------

Total Referral	66 users	805 users	+1,119.7%
Perplexity.ai	21 users	104 users	+395%
ChatGPT.com	13 users	71 users	+446%
Other LLM Platforms	—	Remaining ~60%	Multiple sources

60% of all referral traffic in the second period came from LLM platforms. Ckredence is now being recommended by AI assistants to investors who are actively researching PMS and wealth management options.

Answer Links Images ... Share Download Comet 10 sources

portfolio managemnet services minimum investment

Completed 2 steps >

The SEBI-mandated minimum investment for Portfolio Management Services (PMS) in India is ₹50 lakhs, applicable across all SEBI-registered PMS providers. ckredencewealth +1

Key Rules Around the ₹50 Lakh Minimum

- Ongoing requirement – The ₹50 lakh threshold must be main investment tenure, not just at entry; partial withdrawals that below this level are restricted righthorizonpms
- Regulated by SEBI (Portfolio Managers) Regulations, 2020 since January 2020 scripbox
- Applies to all investor types – individuals, HUFs, NRIs, corporates, and trusts must all meet this minimum anandrathipms

PMS vs. Mutual Funds — Key Difference

Feature	PMS	Mutual Funds
Minimum Investment	₹50 Lakh (SEBI mandate)	₹100 (SIP) / ₹1,000 (lump sum)

Sources for portfolio managemnet services minimum investment

- ckredencewealth
Minimum Investment for PMS in India: 2025 SEBI Rules & Insights
Understand SEBI's ₹50 lakh PMS minimum investment rule, who it applies to, and investor suitability.
- groww
Benefits Of Investing In...
A Portfolio Management Service (PMS) is a SEBI-registered, customised investment management solution designed primarily for high-net-worth individuals (HNIs).
- righthorizonpms
Minimum Investment Required for Portfolio Management Services
Selecting the right Portfolio Management Service (PMS) provider in India is vital for securing favorable investment returns. This guide will help you assess what matters when reviewing a PMS provider's performance. It will support you in making an informed...
- scripbox
Know the PMS Minimum Investment for PMS Service - Scripbox
Discover the minimum investment for PMS services. Learn about portfolio management services, strategies, and how to start with the minimum investment in PMS.

factors affecting investment decisions 590 0.00 X

Keyword difficulty: 60.31% (for google.com database) — View full report for this keyword Powered by SURFER

AI Mode All Images News Videos Forums Shopping More Tools

AI Overview मराठी

Factors Affecting Investment Decisions

Investment decisions are primarily driven by an investor's goals, risk tolerance, and time horizon, alongside expected returns, liquidity needs, and tax implications. Market conditions, inflation rates, and behavioral biases also heavily influence choices, while professional investors focus on company performance, valuation, and regulatory factors. PNB MetLife Insurance +5

Key factors affecting investment decisions include:

- Financial Goals & Objectives:** The intended purpose of the investment (e.g.,

Ask anything

Factors That Affect Investment Decisions of Investors in Mutual Funds

Inflation Risk: The risk of losing one's purchasing power, primarily as a result of rising inflation, is the...

Groww

Factors Affecting Investment Decisions in Portfolio Management

1. What are investment decisions in portfolio management? Investment decisions in portfolio...

Ckredence Wealth

Key Factors That Influence Your Investment Decisions & Returns

Costs and Fees. Knowing how much it costs to invest your money is really important. There are...

Stack Wealth

twrr vs xirr

Keyword difficulty: 60.87% (for google.com database) — View full report for this keyword

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AI ModeAllVideosImagesNewsShort videosForumsMoreTools

AI Overviewमराठी

TWRR (Time-Weighted Rate of Return) measures investment performance excluding the impact of cash inflows/outflows, making it ideal for evaluating fund manager skill. XIRR (Extended Internal Rate of Return) accounts for the timing and size of all cash flows, reflecting the actual, personal return an investor experiences. [Solidarity – Investment Managers +3](#)

Key Differences:

- Focus:** TWRR measures the *investment's* performance; XIRR measures the *investor's* performance.
- Cash Flows:** TWRR breaks performance into sub-periods based on cash flows to eliminate their impact. XIRR considers the exact dates and amounts of every investment or withdrawal.



TWRR vs XIRR: Key Differences Every PMS Investor Must Know

TWRR and XIRR measure returns from two different perspectives. TWRR reflects the fund manager's...

Ckredence Wealth

CAGR vs IRR vs TWRR: The Investor's Definitive Guide to Decoding ...

Why the Difference is Key: IRR/MWRR is highly sensitive to the timing and size of your cash flows...

Profit From It

My Zerodha XIRR is 22%, but my actual

phases of portfolio management services

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

Powered by SURFER

AI ModeAllImagesNewsVideosForumsShoppingMoreTools

AI Overviewमराठी

Portfolio Management Services (PMS) operate through a structured, five-phase process: security analysis, portfolio analysis, portfolio selection, portfolio revision, and portfolio evaluation. This cycle involves understanding investor goals, constructing a tailored portfolio, ongoing monitoring, rebalancing for risk-return optimization, and regular performance reporting. [Anand Rath PMS +3](#)

Key Phases of Portfolio Management Services

- Security Analysis (Phase 1)**
 - Objective:** To identify potential investments that align with the investor's goals, such as capital appreciation or stable returns.
 - Activities:** The fund manager conducts fundamental and technical analysis, evaluating individual stocks, bonds, or other securities for their risk and return



5 Phases of Portfolio Management Explained for Investors

27 Dec 2025 — The five phases include security analysis, portfolio analysis, portfolio selection,...

Ckredence Wealth

What Is Portfolio Management Services (PMS)? Meaning ...

7 May 2024 — Discretionary vs. non-discretionary PMS. PMS services are offered in two categories:...

Bajaj Finserv Mutual Fund

What is a Portfolio Management Service (PMS)?

14 Jan 2026 — PMS works by: * **Account setup and funding** Setting up a demat account, a tradin...

Groww

07. SERP Rankings

June 2025		December 2025	
● Top 3	1	● Top 3	20
● 4-10	11	● 4-10	72
● 11-20	14	● 11-20	104
● 21-50	29	● 21-50	387
● 51-100	18	● 51-100	487
● AI Overviews	1	● AI Overviews	12
● Other SERP Features	25	● Other SERP Features	9
Total	99	Total	1,091

Keyword Ranking Distribution:

Position Range	June 2025	December 2025	Growth
Top 3	1	20	+1,900%
4–10	11	72	+555%
11–20	14	104	+643%
21–50	29	387	+1,234%
51–100	18	487	+2,606%
AI Overviews	1	12	+1,100%
Total	99	1,091	+1,002% (10x)

92 keywords now rank in the top 10. Over 60% of those are MOFU or BOFU in intent — investors in active decision-making mode. That ratio is not a coincidence. It is the result of every keyword being chosen with conversion potential in mind.

Notable individual rankings:

smart investment ipo

1,000

\$ 1.29

×

🎤

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

Powered by

Ckredence Wealth

https://ckredencewealth.com › our-resources › smart-in...

2. Smart Investment in IPO: A Complete Guide for Investors

📄 0

📄 LD: 186

👤 I: n/a

👤 whois

🔗 source

📊 Rank: 6.60M

19 Feb 2026 — A smart investment in an IPO is based on DRHP analysis, valuation benchmarking, and portfolio fit, not just listing excitement. It is different ... [Read more](#)

pms minimum investment

590

\$ 1.04

×

Keyword difficulty: 48.53% (for google.com database) — View full report for this keyword

Powered

Ckredence Wealth

https://ckredencewealth.com › our-resources › portfolio...

1. Minimum Investment for PMS in India: 2025 SEBI Rules & ...

AS: 0

Visits: 0

Pages/Visit: 0

Avg. Visit: 0

Bounce rate: 0

Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 1

LD: 186

I: n/a

whois

</> source

Rank: 6.60M

22 May 2025 — In India, Portfolio Management Services (PMS) require a minimum investment of ₹50 lakhs, as per guidelines set by the Securities and Exchange Board of India (... [Read more](#)

08. Business Impact

Traffic and rankings are inputs. Leads and revenue are the output.

Inquiry Received Date	Client Name	Client Email Id	Contact No	Followup Person	Status
22/05/2025	Anuja Khatri	anujakhatri3009@gmail.com	8141360157	Mohit Patel	Followup
18/06/2025	Ashish Bhasker Mehta	ashishmehta@nbbball.in	9820442925	Rahulbhai	Not Intrested
18/06/2025	Bhavishya Lakhera	bhavishyalakhera88@gmail.com	8453275309	Rahulbhai	Followup
12-06-2025	gautam karwa	karwa_gautam@yahoo.co.in	9374724499	Kalpna	Followup
14/06/2025	Faizal Raja	faizalraja7878@gmail.com	7778033337	Kalpna	Followup
21/06/2025	Nitin Shah	nitinshahgm@gmail.com	9503771050	Rahulbhai	Closed
27/05/2025	Kiran Kumar Amperayeni Chenchew	crakumar.ik@gmail.com	9912575132	Not Contacted	Wrong No
19/03/2025	kalpesh g vakharla	kgvakharla@yahoo.co.in	9825327475	Not Contacted	Followup
30/06/2025	atul harkut	atulharkut@gmail.com	9736037717	Mohit Patel	Followup
21/05/2025	Deodarsh Stephen Ekka	deodarsh.ekka@analah.in	8424842841	Kalpna	Closed
30/06/2025	Hitesh Domadia	adcoment6@gmail.com	9824349556	Rahulbhai	Followup
02-07-2025	Muthusamy Thangavel	t.muthusamy@hotmail.com	9.71509E+11	Kalpna	Spam Communication
03-07-2025	POOJA RAI	poorjaise@gmail.com	7769077119	Riddhi	Not Intrested
05-07-2025	Kovalan Kumaran	dkovalan@gmail.com	9791168453	Yashvi Shah	Closed
06-07-2025	D kumar	kumardonepu2016@gmail.com	9177186389	Rahulbhai	Not Connected
09-07-2025	navdeep bhatia	navdeep@eyepetech.com	9810548323	Rahulbhai	Closed
11-07-2025	praveen gangadhar prasad	pragangas@gmail.com	97450051923		Followup
12-07-2025	praveen gangadhar prasad	pragangas@gmail.com	9400292900		Followup
12-07-2025	Amrune Udaya Nayak	ALUNAYAK@YAHOO.COM	9.71507E+11		Spam Communication
11-07-2025	Ketan N Patel	ketan.natek1@gmail.com	12484720660		Spam Communication
17/07/2025	rohit	rohitetwala@gmail.com	7738278501		Not Connected
21/07/2025	Rahul Kumar	kesar.rahul@gmail.com	9958299508		Not Connected
22/07/2025	Santhosh Deepak	santhoshneverquit@gmail.com	7204721720	Riddhi	Followup
23/07/2025	Shravanika annurthi	shravanikaannurthi4819@gmail.com	7889611848		Not Connected

Metric	Result
Leads Generated	108 qualified inquiries
Average Conversion Rate	~3%
Business Generated	₹4 Crore+
Organic Channel Status	Zero → Primary lead generation channel

The CRM records confirm 108 inquiries received through organic search and website form submissions during the 6-month period. At approximately 3% conversion, this translated into ₹4 crore+ in closed business.

For a wealth management firm where a single client relationship carries significant lifetime value, the ROI on organic is not measured in cost-per-click. It is measured in relationships with high-net-worth investors who would otherwise never have found the business.

Results Summary

Area	Before	After
Organic Traffic (GA4)	Baseline	+372%
New Users Share	—	98%
Impressions	87,200	1,080,000
Avg. Position	18.1	13.4
Keywords Ranked	99	1,091
Top 10 Keywords	12	92
AI Overview Features	1	12
Referral Traffic	66 users	805 users (+1,119.7%)
LLM Platform Referrals	Negligible	60% of all referral
Domain Rating	11	24
Backlinks	18	142
Linking Domains	7	96
Leads	0 from organic	108
Business Generated	0 from organic	₹4 Crore+

In 6 months, Ckredence Wealth went from a dormant website with zero organic contribution to a primary lead generation channel — ranking in Google AI Overviews, cited by ChatGPT and Perplexity, and generating ₹4 crore+ in closed business.

Referral Rocket Case study

Referral Rocket: From Zero Organic Presence to 4,000+ Monthly Clicks

Client: Referral Rocket (referralrocket.io) **Industry:** SaaS — Affiliate & Referral Marketing Software **Role:** Sole SEO & Content Strategist

Hero Metrics

Metric	Before	After
Monthly Clicks	~0	4,040
Total Impressions	261,000	842,000
Average Position	40.8	28.9
Keywords Ranked	362	1,091
Signups / Free Trials	—	135+

01. Client & The Challenge

Referral Rocket is a dual-product SaaS platform — it offers affiliate and referral marketing software for businesses, and runs an affiliate marketplace where users can discover and join affiliate programs (earning the platform a commission on each signup).

When the engagement began, Referral Rocket had virtually no organic search presence. The website was not generating any meaningful traffic from Google, had unresolved technical issues preventing proper crawling and indexing, and had no content strategy in place to capture search demand.

The primary goal was clear: build organic visibility from the ground up, fast — and eventually convert that traffic into product signups and free trials.

02. Strategy & Approach

The work was structured across four phases:

Phase 1 — Technical Foundation

Before any content or link work, the site needed to be search-engine accessible. This involved resolving crawling and indexing issues, fixing Core Web Vitals failures, and ensuring the site's structure was clean enough for Google to properly understand and rank it.

Phase 2 — Market & Competitor Research

A thorough analysis of the competitive landscape revealed an opportunity that most competitors had missed: the affiliate marketplace side of the platform. Queries around specific affiliate programs (e.g. "Chase affiliate program", "Instantly affiliate program") had relatively low keyword difficulty but meaningful search volume. These were queries with clear commercial intent — users actively looking for affiliate opportunities — which aligned directly with Referral Rocket's marketplace model.

Phase 3 — Content & On-Page Execution

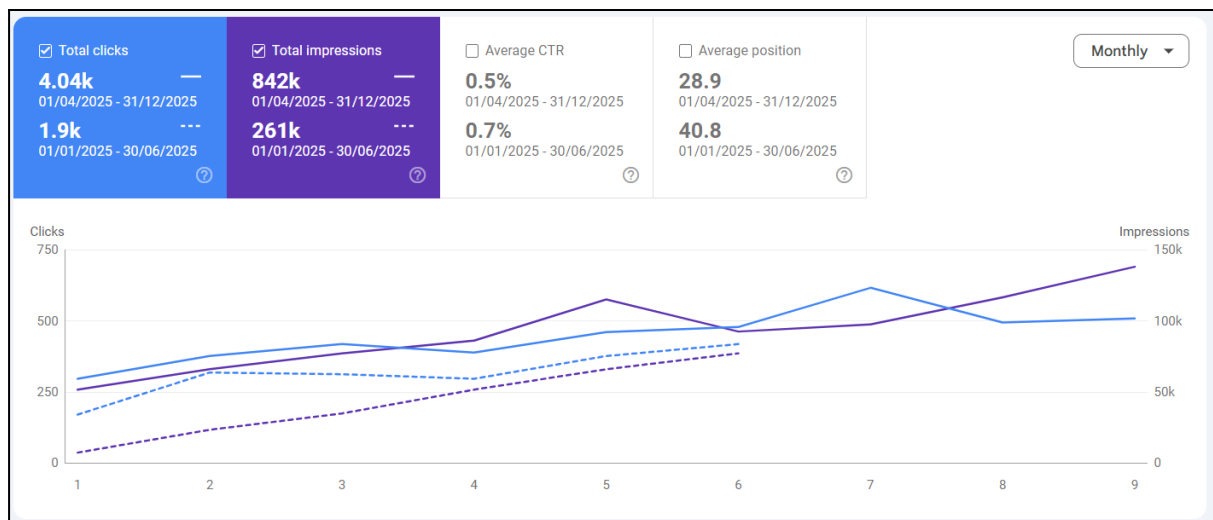
With the opportunity identified, the strategy moved into execution:

- Published targeted blog content around low-KD, high-intent affiliate program queries
- Optimised all marketplace landing pages to capture category-level and program-specific searches
- Built out service pages and comparison pages covering the SaaS product side
- Applied CRO principles across the site — strategic internal linking, clear CTAs, and form placement designed to move mid-funnel and bottom-funnel visitors toward signups

Phase 4 — Link Building

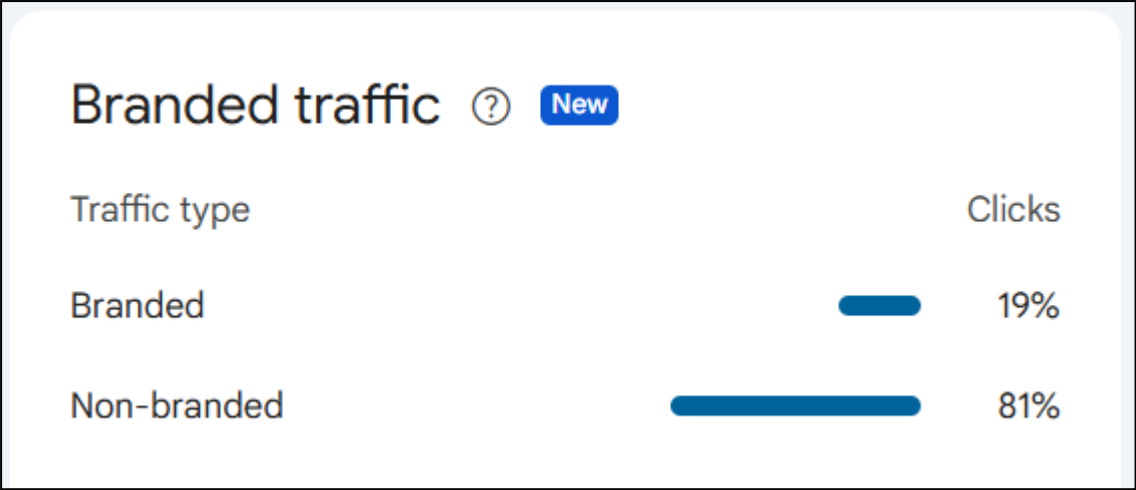
To support rankings and build domain authority, links were acquired from authority publications, SaaS review platforms, and relevant niche directories — all editorially relevant to the affiliate marketing space.

03. Search Performance Results



Organic clicks grew from near zero to **4,040 per month**, while total impressions reached **842,000** — a 3.2x increase over the comparison period. Average position improved from **40.8 to 28.9**, reflecting stronger rankings across a growing keyword base.

Branded vs. Non-Branded Split



81% of all clicks came from non-branded queries. This is a critical signal — it confirms the traffic growth was driven by net-new audience discovery, not just people already searching for Referral Rocket by name.

04. SERP Rankings & Keyword Proof

Search results for "instantly affiliate program" (Powered by SURFER)

Referral Rocket
<https://referralrocket.io> › Affiliate Marketplace

3. instantly Affiliate Program

AS: 0 LD: 1.24K I: n/a whois source Rank: 2.77M

Instantly Affiliate Program allows publishers, content creators, and marketers to earn commissions by promoting Instantly Affiliate Program products or services ... [Read more](#)

Search results for "chase affiliate program" (Powered by SURFER)

Keyword difficulty: ... (for google.com database) — View [full report](#) for this keyword

AI Mode **All** Videos News Images Forums Shopping More Tools

Referral Rocket
<https://referralrocket.io> › Affiliate Marketplace

1. chase Affiliate Program

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get **domain authority, visits and engagement data** with a free Semrush account - [Connect](#)

L: 2 LD: 1.24K I: n/a whois source Rank: 2.77M

Chase Affiliate Program allows publishers, content creators, and marketers to earn commissions by promoting Chase Affiliate Program products or services. When ... [Read more](#)

KEYWORD

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☐ refer wel

Referral Rocket's marketplace pages ranked on page 1 for high-intent affiliate program queries — including the #1 position for "chase affiliate program." These rankings put the platform directly in front of users actively seeking affiliate opportunities, driving qualified traffic with clear commercial intent.

05. Keyword Ranking Growth

July 2025 <table><tr><td>● Top 3</td><td>1</td></tr><tr><td>● 4-10</td><td>20</td></tr><tr><td>● 11-20</td><td>39</td></tr><tr><td>● 21-50</td><td>120</td></tr><tr><td>● 51-100</td><td>165</td></tr><tr><td>● AI Overviews</td><td>0</td></tr><tr><td>● Other SERP Features</td><td>17</td></tr><tr><td>Total</td><td>362</td></tr></table>	● Top 3	1	● 4-10	20	● 11-20	39	● 21-50	120	● 51-100	165	● AI Overviews	0	● Other SERP Features	17	Total	362	December 2025 <table><tr><td>● Top 3</td><td>5</td></tr><tr><td>● 4-10</td><td>32</td></tr><tr><td>● 11-20</td><td>63</td></tr><tr><td>● 21-50</td><td>166</td></tr><tr><td>● 51-100</td><td>314</td></tr><tr><td>● AI Overviews</td><td>2</td></tr><tr><td>● Other SERP Features</td><td>16</td></tr><tr><td>Total</td><td>598</td></tr></table>	● Top 3	5	● 4-10	32	● 11-20	63	● 21-50	166	● 51-100	314	● AI Overviews	2	● Other SERP Features	16	Total	598
● Top 3	1																																
● 4-10	20																																
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Total	598																																
January 2026 <table><tr><td>● Top 3</td><td>9</td></tr><tr><td>● 4-10</td><td>50</td></tr><tr><td>● 11-20</td><td>76</td></tr><tr><td>● 21-50</td><td>214</td></tr><tr><td>● 51-100</td><td>340</td></tr><tr><td>● AI Overviews</td><td>3</td></tr><tr><td>● Other SERP Features</td><td>14</td></tr><tr><td>Total</td><td>706</td></tr></table>	● Top 3	9	● 4-10	50	● 11-20	76	● 21-50	214	● 51-100	340	● AI Overviews	3	● Other SERP Features	14	Total	706	April 2026 <table><tr><td>● Top 3</td><td>20</td></tr><tr><td>● 4-10</td><td>72</td></tr><tr><td>● 11-20</td><td>104</td></tr><tr><td>● 21-50</td><td>387</td></tr><tr><td>● 51-100</td><td>487</td></tr><tr><td>● AI Overviews</td><td>12</td></tr><tr><td>● Other SERP Features</td><td>9</td></tr><tr><td>Total</td><td>1,091</td></tr></table>	● Top 3	20	● 4-10	72	● 11-20	104	● 21-50	387	● 51-100	487	● AI Overviews	12	● Other SERP Features	9	Total	1,091
● Top 3	9																																
● 4-10	50																																
● 11-20	76																																
● 21-50	214																																
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● 21-50	387																																
● 51-100	487																																
● AI Overviews	12																																
● Other SERP Features	9																																
Total	1,091																																

Period	Total Keywords Ranked
July 2025	362
December 2025	598
January 2026	706
April 2026	1,091

The site went from 362 ranked keywords in July 2025 to 1,091 by April 2026 — a **3x increase in search footprint** in under 10 months. Notably, the number of keywords ranking in positions 4–10 grew from 20 to 72, and positions 11–20 from 39 to 104, reflecting a maturing keyword profile moving toward the top of the first page.

06. Business Impact

The SEO strategy was built with conversion in mind from the start. Mid-funnel and bottom-funnel queries were prioritised — users searching for specific affiliate programs, software comparisons, and affiliate marketing solutions were already close to a decision.

Combined with proper CRO execution — clear CTAs, strategic internal linking, and optimised form placements — this traffic was effectively converted into product actions.

By the end of the engagement, the site had generated **135+ signups and free trials** directly attributable to organic search.

Results Summary

Metric	Result
Organic Clicks	0 → 4,040/month
Impressions	261K → 842K
Avg. Position	40.8 → 28.9
Keywords Ranked	362 → 1,091
Non-Branded Traffic	81% of all clicks
Signups / Free Trials	135+