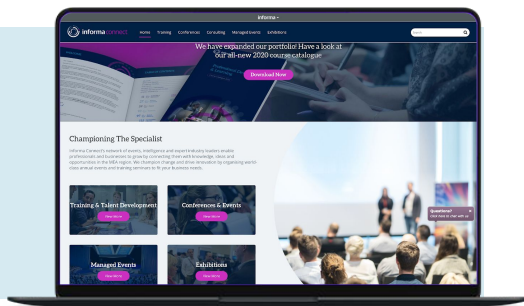


Increased monthly revenue from organic search by 1024% from \$37,800 to \$387,000 in 6-months

Following a net loss of 25% in organic traffic and a 47% loss in organic conversions, we turned the website performance around. By October 2018, we had increased impressions in organic search results by 153%, organic traffic by 63%, and improved course registrations by 908% over our baseline in May 2018. The SEO campaign contributed an additional estimated \$346,745 per month in revenue over the baseline month of May. By the 6th month of the campaign, Informa made around \$200 in course sales for every dollar invested in SEO, which is a 20,000% ROI.

How we did it

- Created new course category pages and menus
- Migrated the blog to a root domain directory
- Implemented Event Schema
- Guest post and reclamation link building



"Over the past 6-months SEO Sherpa has increased our visibility in Google by 150%. Course registrations have gone through the roof."

Asif Nazir, Digital Marketing Manager,
Informa Middle East

informa

The Results



+908%

Increase in course registrations



+\$349,200

Increase in monthly revenue



1:200

Return on investment