

SEARCH PROJECTS

Campaign Overview: I have conceptualized and led search campaigns that have significantly increased online visibility and engagement for various brands. Through strategic keyword targeting and SEO optimization, I managed to enhance the digital footprint and drive measurable results.

Performance Metrics:

- **Web Traffic Growth:** Managed a campaign that resulted in over 4 million users and 8.4 million page views, indicating a broad reach and significant interest in the content.
- **Engagement:** Achieved an average session duration of 1 minute and 37 seconds, demonstrating that the content was engaging enough to retain visitors.
- **Organic Reach:** Drove 761,982 page views from organic search, accounting for 94% of total traffic, showcasing the effectiveness of the SEO strategies employed.
- **Conversions:** Generated 40 conversions with a total revenue of £16,320.92, reflecting the high commercial intent and conversion optimization of the campaign.
- **Device Optimization:** Successfully optimized for mobile, capturing 68% of searches, ensuring a robust presence across platforms.

Channel-Specific Success:

- **Organic Search:** Increased new users by 40.6%, highlighting the campaign's ability to attract new potential customers.
- **Direct Engagement:** An increase in direct traffic by 30.6% y-o-y, indicating a growing brand recognition and loyalty.
- **Paid Search:** Achieved a 241.3% increase in sessions via paid search, effectively utilizing the advertising budget to enhance visibility.
- **Referral and Social:** Maintained a steady flow of traffic from referrals and social media channels, bolstering the brand's online presence.

Local SEO Impact:

- **Business Profile Views:** Garnered 146K views on the business profile, improving local search visibility.