

"For over two decades, Kobi Karp Architecture and Interior Design has been providing unique, creative and innovative design solutions to renowned clients internationally and domestically."

CLIENT BACKGROUND

Kobi Karp is Globally recognized among the best sustainable architecture design firms. Their team of professionals are masters of site architecture and providing top architectural designs.



CLIENT CHALLENGES

Kobi Karp Architectural Firm's **challenge** was to continue to **grow** his **brand** both **nationally** and **internationally**. The largest number of his projects, which include architectural design of high-end condo buildings and luxury residential homes are in the South Florida market.

Their **challenge** was that it's a very **competitive space** and in order to **grow** his **organic** lead generation efforts, he needed a **strategic** online **branding plan** to get his firm in front of **potential new clients** both **nationally** and **internationally**.

CLIENT Testimonial



Paton made us a better Kobi Karp. They were able to take the name and the brand of Kobi Karp and present it in a completely different light. And that takes a very special perception and understanding of who we are."

-Kobi Karp

Success Summary

- We carried out numerous **SEO activities (On-page and Off-page)** for the website that helped with **improving** the website's online **visibility** as well as **improve** the **ratio of links** (Dofollow and Nofollow) coming into the website.
- A proper **in-depth SEO** analysis was performed for **top performing** competitors, so that we can take actionable ideas from their **strategies**.
- A **wide range** of activities was **performed** that helped us to rank at a **better position** and **improve** website's **online branding**.
- A number of **quality contents** post were **published** on numerous content syndication sites of **high authority** which helped **build** prominent **backlinks** for their website.

CHALLENGES

- To **build** the **brand visibility** and **image**.
- Getting **high number** of **visitors** to the website.
- **Increase** the **domain authority** of the website.

HIGHLIGHTS

- **463.86% increase** in **organic traffic**.
- Drastic **boost** in the **organic keywords** for the website.
- Total **number of impressions increased** from **4.52k** to **68.9k** in **1 Year & 10 Months**.

OUR SOLUTION & RESULTS

303.23%

Website
Traffic

68.9k

Impressions

463.86%

Organic
Traffic

- The *traffic inflow* saw a *spike* in the *1 Year & 10 Months* of *operation* with a lot of *new unique visitors* coming in from *organic searches*.
- In 1 Year & 10 Months we have succeeded to increase the total website traffic by 303.23%.
- We have improved the keywords position in organic search, which has resulted in 463.86% increase in organic traffic.
- We have increased the total number of keywords as well as also succeeded to achieve high rankings for these keywords on the search engine.
- Unique visitor impressions play a major role to improved organic results. We have consistently increase Google's visibility of KobiKarp.com to help their business grow.

BE OUR NEXT SUCCESS STORY

Speak to one of our team members
to learn how we can grow your business

LET'S CONNECT

