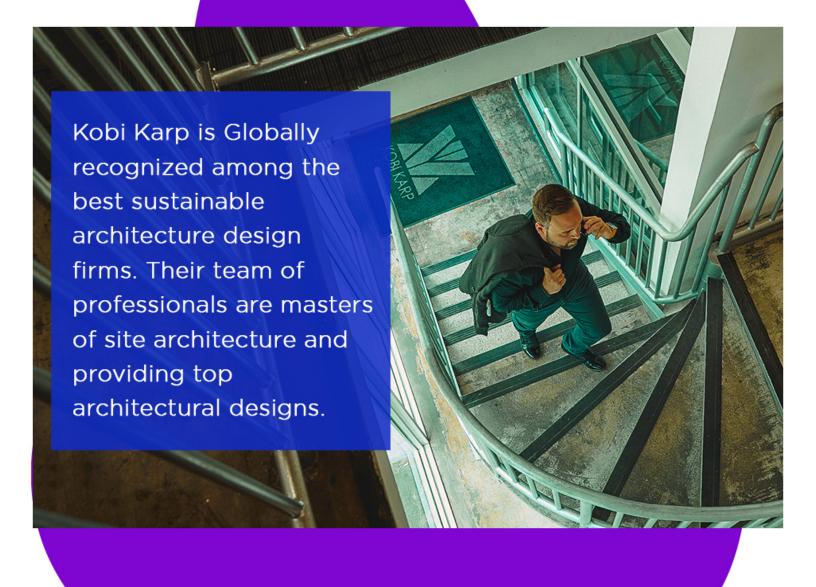


## CLIENT BACKGROUND



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 estimonial**



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



- 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.



- 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.

**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.



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

## **LET'S CONNECT**

