

# Case Study: Honest

## Honest Increases In SEO Traffic by **+97%**

### Objective:

Enhance the honest website by increasing organic search traffic through targeted SEO strategies and boosting conversions with a focus on relevant, targeted business keywords.

### Insights:

- Robust keyword research across all pages
- On-Page & Technical SEO implementation to UI/UX issues, canonical tag issues, page speed for better visibility.
- Content marketing across core verticals to increase page and domain authority

### Tools Used

