

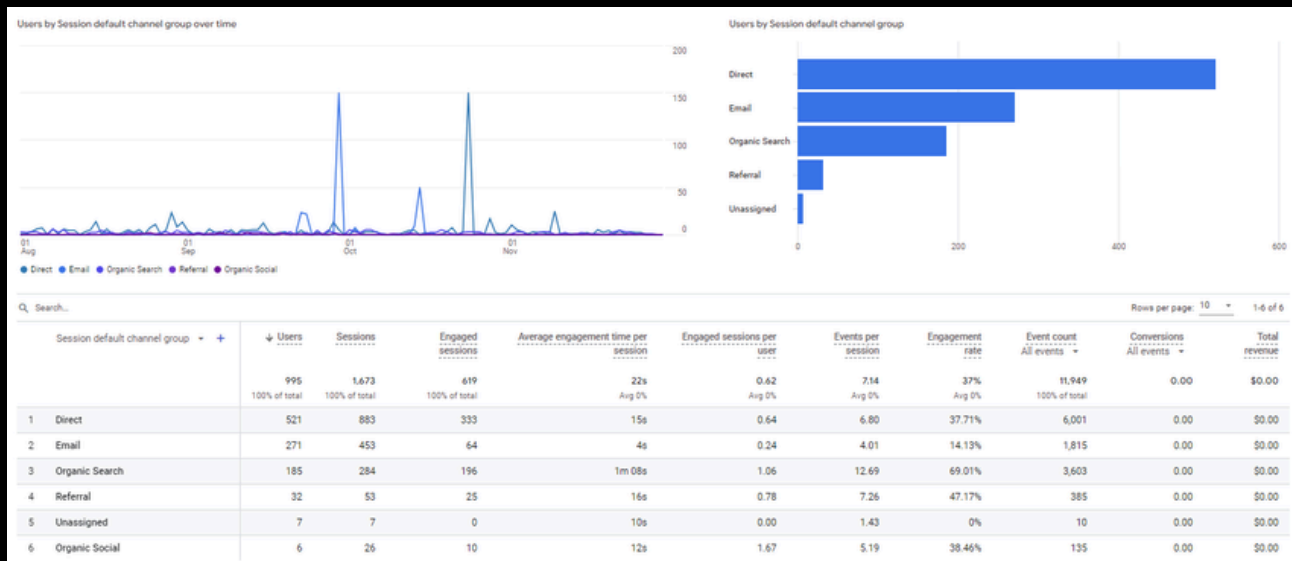
Cyber Security | Case Study

Google Analytics

Traffic Acquisition

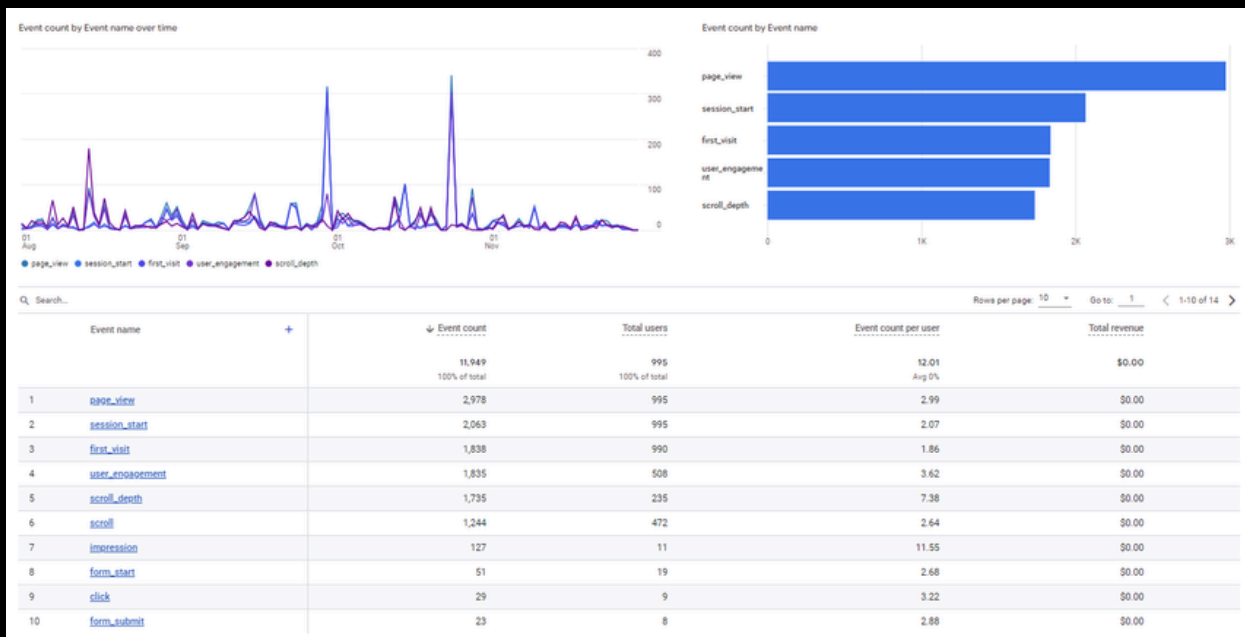
The client's campaign started in August 2023. Based on the image below, we have the following metrics contributed by our SEO campaign for the last 4 months.

- 18.59% of users in August - November 2023 came from organic search
- 16.98% of sessions in August - November 2023 came from organic search
- 31.66% of engaged sessions in August - November 2023 came from organic search
- 30.15% of events in August - November 2023 came from organic search



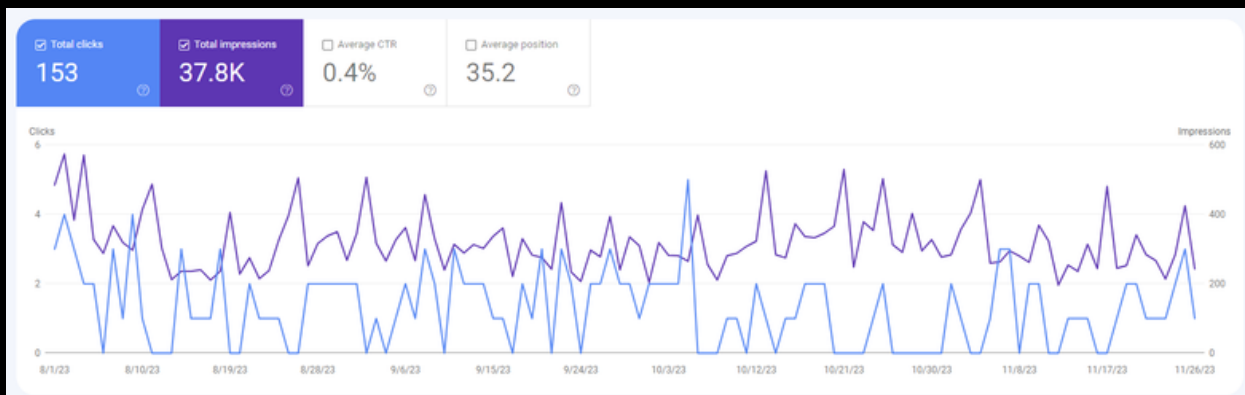
Events

In August - November 2023, we recorded 23 form submissions on the website.



Google Search Console

In August - November 2023, we also had 153 clicks and 37.8K total impressions. Our average CTR is 0.4 and our average position is 35.2.



Google Business Profile

In August - October 2023, we saw an increase in GBP views by 343.1% and search result visibility by 1.925% as compared to August - October 2022 metrics.

576

👁 People viewed your Business Profile

📈 +343.1% (vs Aug 2022–Oct 2022)

Platform and device breakdown

Platform and devices that people used to find your profile



- 305 • 53%
Google Search – desktop
- 226 • 39%
Google Search – mobile
- 33 • 6%
Google Maps – mobile
- 12 • 2%
Google Maps – desktop

324

🔍 Searches showed your Business Profile in the search results

📈 +1,925.0% (vs Aug 2022–Oct 2022)

Searches breakdown

Search terms that showed your Business Profile in the search results

- | | |
|------------------------------|------|
| 1. synergy | 187 |
| 2. synergy solutions | 137 |
| 3. synergy it solutions, llc | < 15 |
| 4. synergy payment solutions | < 15 |
| 5. synergy solutions address | < 15 |

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