

WITHIN DRIVES SIGNIFICANT GROWTH IN NEW WEBSITE USERS FOR OPEN FARM

Leading to a 282% increase in organic site revenue

Challenge

Open Farm, a niche dog and cat food company, came to WITHIN during the early stages of growth for their brand. Their primary objective was to *boost revenue and attract new users* through their website, while also enhancing their presence in search engine results pages (SERPs).

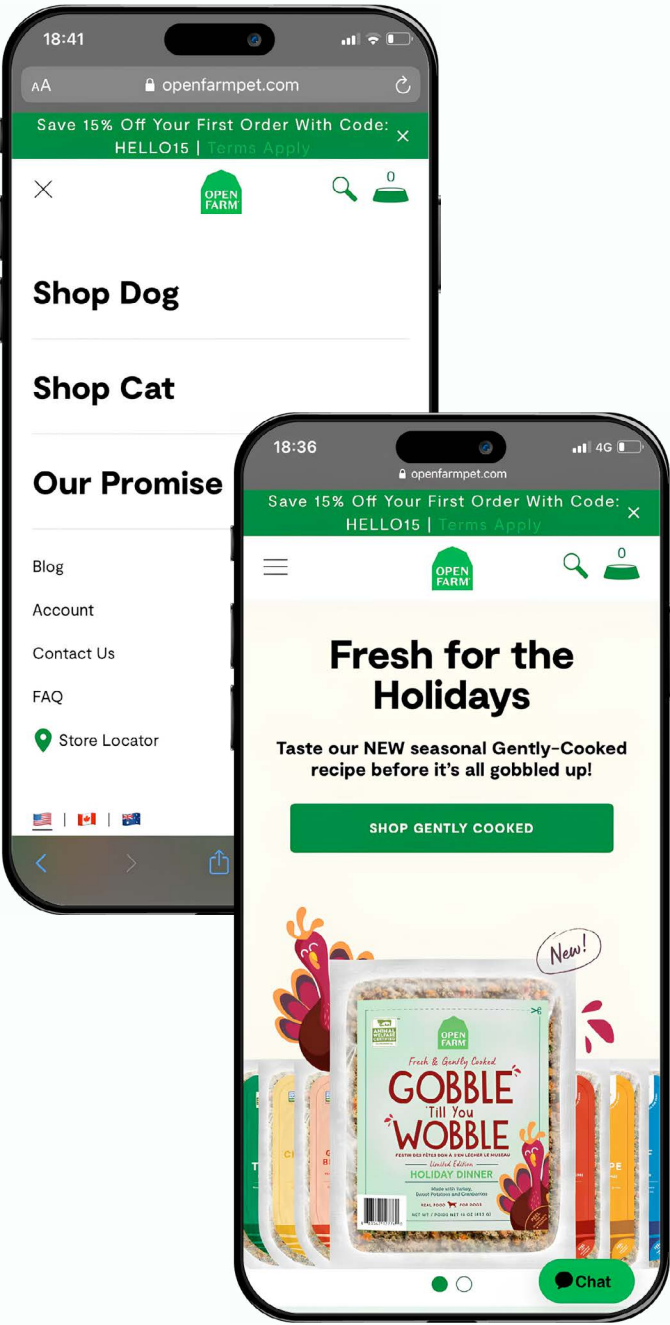
Solution

To optimize the Open Farm website and achieve these goals, the WITHIN team employed a combination of traditional on-site SEO strategies (title tag, meta descriptions, etc.) and content marketing tactics (keyword research, building out keyword clusters, etc.). This approach aimed to increase website traffic for transactional terms and also for educational, upper funnel terms and queries.

Additionally, the WITHIN team worked to improve the technical aspects of the Open Farm site.

Results

After implementing these improvements, the Open Farm website experienced a *notable increase in site users, resulting in a substantial increase in organic site revenue*. The site also experienced an increase of over 600% in both total and top-three keyword rankings.



352% increase in organic new site users	605% increase in top three keyword rankings
282% increase in organic site revenue	808% increase in total keyword rankings