

**CATEGORY:** News and Media

**LOCATION:** Sydney, Australia

## **BUSINESS BACKGROUND**

Bizfeed is a media and news platform which provides all the recent news and updates. The brand is known for offering updates of different sections under a single domain. The brand also helps in tracking market progress and predictions.

## **MARKET COMPETITORS**

Competitors include numerous strong sites and others in Australia with many years of site age and a wide range of inbound links.

## **PROJECT GOAL**

Bizfeed set the goal of achieving a significant organic presence, and thus planned to achieve the following objectives:

- A. Increase organic visits by 100%
- B. Social media presence
- C. Increasing the impressions
- D. Attain the top ranking for over 50 keywords (Recent Target)

## **CHALLENGE**

Bizfeed was a fresh platform with zero traffic and similar domain names are already on top ranking in Google searches. Both the Kudosta and bizfeed teams worked on the new set of keywords by identifying new keywords and subcategories, which helped increase the site traffic.

## **STRATEGY**

- A. Contextual Linking
- B. Included news sitemap
- C. Created a Google business profile page
- D. Regular posting over social media accounts
- E. Perform google news optimization
- F. AMP version configuration
- G. Off & On Page Activities
- H. Implemented the schema and structured data on pages
- I. Page Speed Improvements

## **RESULTS:**

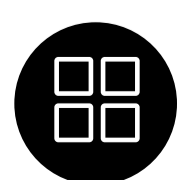
SEO Results Summary:



**423.81%**  
Increase In User Visits



**410.32%**  
Increase In New User Visits



**603.47%**  
Increase In Page Views



**417**  
New Page Clicks



**6.19k**  
New Page Clicks