

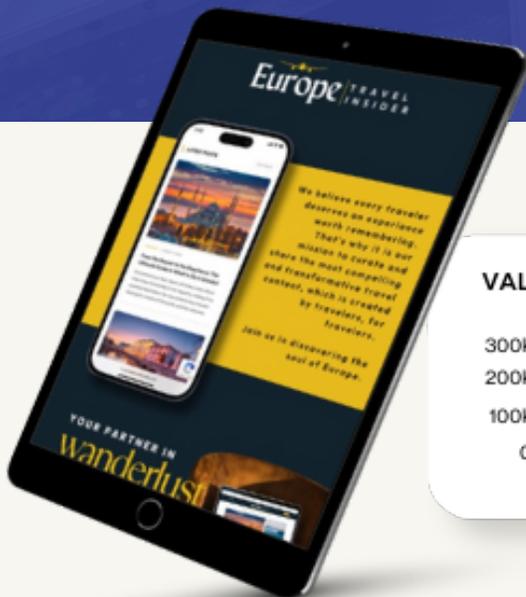
SHERPA WAY SEO

CASE STUDIES & SEO

RESULTS



11k
Monthly
Traffic Increase



VALUE

↑ 212%



Our SEO Service Pillars

Understanding what we do helps you understand the impact we've had on the clients presented in the next few pages. For some clients, we helped create just a content strategy and SEO blogs. For others, we fully managed their accounts and added additional services, such as backlinks and technical optimizations.



SEO AUDITS

This can help identify and fix technical issues, improve content relevance and user experience, and reveal opportunities to elevate your search engine rankings, resulting in increased organic traffic, leads, and revenue.



SEO STRATEGIES

Based on a full SEO audit (which is required to develop a strategy), we create personalized strategies based on your industry, audience, competition, and goals. Each brand is unique, so each strategy is unique yet relies on cutting-edge tactics and tried and tested strategies.

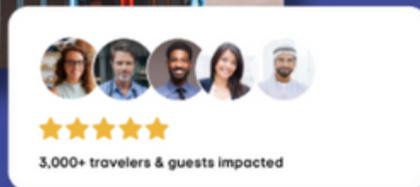
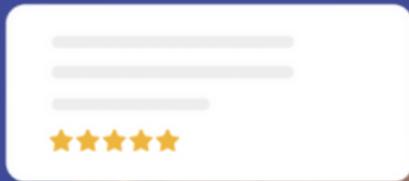


MANAGED SEO

Fully managed SEO packages take the burden off of you and your business, allowing our SEO experts to optimize your site for higher rankings and improved user experience. This results in increased organic traffic and leads, as well as improved online visibility and credibility.

VIEW THE SHERPA WAY

IMPACT



Keep scrolling to check out our success stories and case studies of how we've helped others reach their SEO goals. Discover the data-driven strategies that have set us apart from other content agencies.

CLIENT:

LATIN AMERICAN AIRPORT TRANSFER

BEFORE



AFTER



64,000%

Organic Traffic Growth



\$2,600

Estimated Traffic Value



320%

Monthly Website Leads

THE PROBLEM

This company provides airport transfer services and guided ATV tours. They had tried to create content in-house for a while but weren't sure what they were doing or how to use local keywords. They had nearly zero monthly traffic when we started working on their account in August 2022.

THE SOLUTION

We provided them with a comprehensive SEO audit to identify and fix some technical issues. Then, we started with an aggressive content strategy, creating 15-20 monthly blogs for the first six months. After the first six months, we decreased the number of blogs and focused more on acquiring backlinks through guest posts. In just over a year, this allowed us to help them go from zero traffic to nearly 2,000 visitors per month. The real impact? They reached over 400 high-quality backlinks and saw a 320% increase in monthly website leads.

CLIENT: DUBAI BUSINESS SERVICES

BEFORE



AFTER



750%

Organic Traffic Growth



\$48,400

Estimated Traffic Value



CHECK

Authority in New Niche

THE PROBLEM

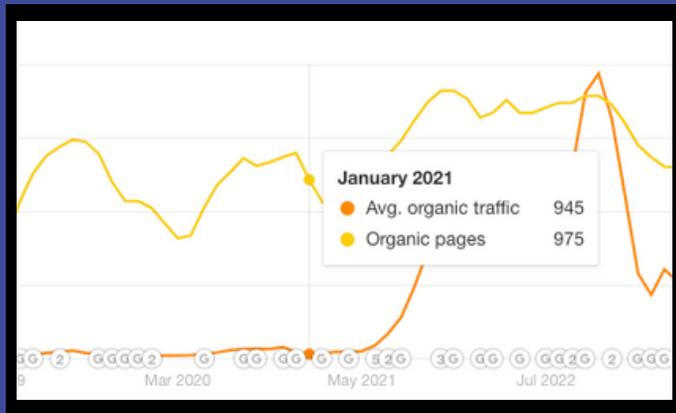
This company provides business setup solutions in Dubai — including visa assistance, business bank account opening, legal assistance, and more. They had been working with an agency before but were looking for a team with more travel experience to target foreign entrepreneurs.

THE SOLUTION

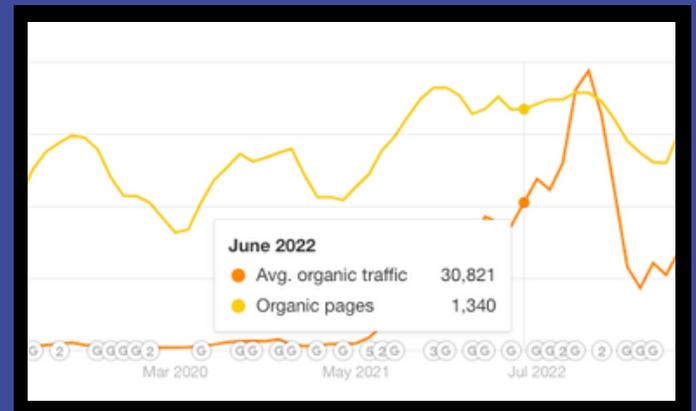
The previous agency had done a good job staying on top of technical issues, so we proposed a six-month content package (December 2021–June 2022) that included updated keywords and a new SEO strategy to target a different audience. Their package included ten 2,000-word blogs and copy updates to two web pages per month. In just six months, we were able to help them increase their traffic by 750%. While they only had the budget for six months, our content is still helping them get over 8k views per month.

CLIENT: CANADIAN TRAVEL INSURANCE

BEFORE



AFTER



3,000%

Organic Traffic Growth



\$20,400

Estimated Traffic Value



24%

Monthly Website Leads

THE PROBLEM

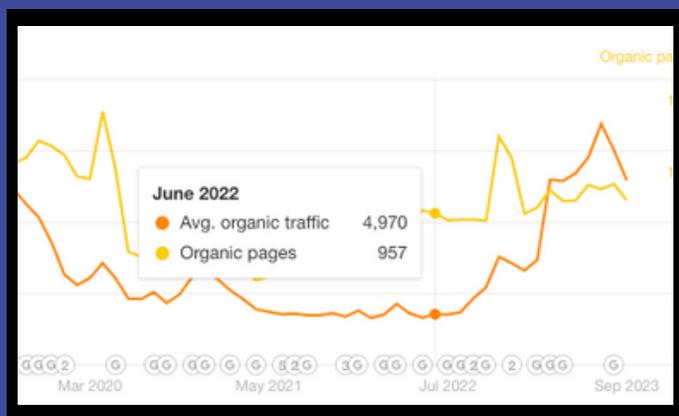
When we started working with this client, they only offered insurance in the Canadian market (they have now expanded to offer loans and other financial products). They needed help kickstarting their content efforts and developing a Canadian-focused content plan.

THE SOLUTION

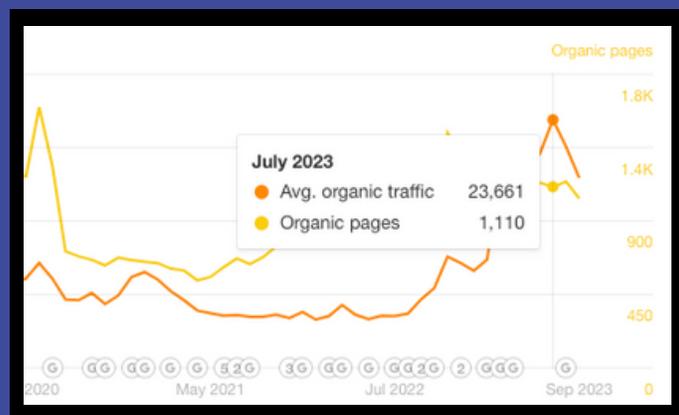
We started by cleaning up their existing posts and web copy for about three months. We had identified issues with search intent in their existing posts, but the content was otherwise great, so we made small tweaks to those pieces of content. Then, we spent another three months writing blogs for them before they made the switch to fully managed SEO. We focused on travel insurance and credit card-related content to develop a package that included ten blogs per month, on-page optimizations, and acquiring backlinks with 5 to 15 DA30+ guest post links.

CLIENT: PHONE CASES & ACCESSORIES

BEFORE



AFTER



360%

Organic Traffic Growth



\$7,800

Estimated Traffic Value



7

Writers Trained

THE PROBLEM

This brand sells phone cases and accessories, meaning they're in an incredibly competitive market. They're a larger brand, so they had an in-house team but were struggling to find unique ways to target keywords that could really help them boost their traffic.

THE SOLUTION

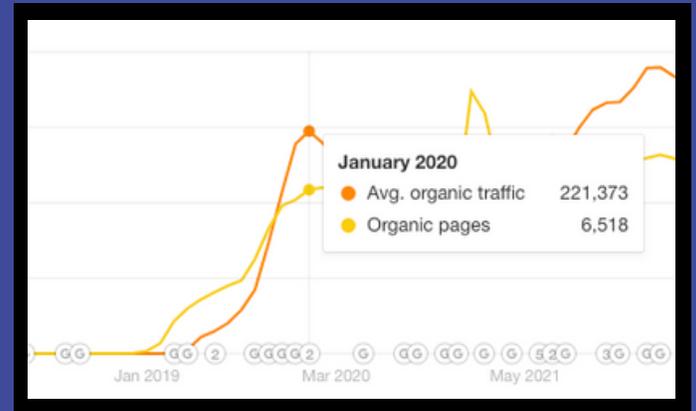
We worked with their in-house team from July 2022 to July 2023 on two main things: SEO consulting and training and an optimized SEO strategy. This was unique because we had never provided training to an in-house team before. We also helped them build a content strategy, which included keyword research and content briefs for their writers to use as a guide. Our content strategy allowed them to increase their traffic by 360%.

CLIENT:
TRAVEL PUBLICATION

BEFORE



AFTER



 **217%**
Organic Traffic Growth

 **\$273,900**
Estimated Traffic Value

 **-64%**
Bounce Rate Reduction

THE PROBLEM

This travel publication was already working to increase traffic (successfully) but needed a dedicated travel writer and SEO expert to help them expand and diversify their content strategy. Our Head of Content helped develop content ideas and wrote optimized travel articles for four months to boost their efforts.

THE SOLUTION

Our Head of Content performed a competitor gap analysis to identify keywords that direct competitors weren't targeting, but users were searching for. This led to the creation of two new category pages. From there, keyword research revealed an opportunity to target high-traffic, high-intent keywords surrounding hotel, restaurant, and travel packing content. Due to the quality of content and improved search intent targeting, the bounce rate was reduced by 64%, and top-performing articles garnered over 300,000 views.



WANT TO KICKSTART
YOUR SEO

FOR FREE?



Download our free 100-point SEO checklist — complete with helpful notes and tips for each item on the list. Use it to gauge where you're currently at and to learn more about how SEO works.

Contains:

- ✓ **Build Your SEO Foundation**
- ✓ **User Experience Improvements**
- ✓ **Performance Testing**
- ✓ **Technical SEO**
- ✓ **Content Optimizations**
- ✓ **On-Page & Off-Page Optimizations**
- ✓ **Local SEO Tips**



CLICK TO GET YOUR FREE SEO CHECKLIST



WANT TO SEE MORE?

We are constantly working to update our case studies as we collaborate with more clients and implement new strategies. For more (or different) examples of our past results, please get in touch.

We can also provide examples of the content created for the clients mentioned above so you can see the style and tone of voice that we implemented to achieve these results.

In some cases, we may not be able to provide access to full metrics or content per client requests for privacy.



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