

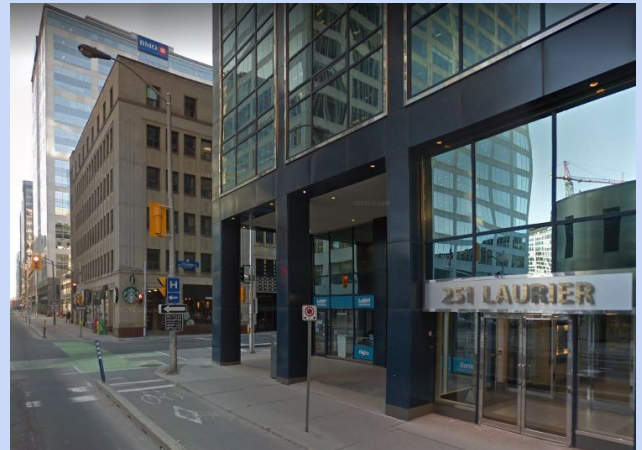
MEDIAFORCE CASE STUDY: _____





**CYBERHUNTER NEEDED TO
IMPROVE SEARCH ENGINE
RANKINGS ON A NATIONAL
LEVEL AS WELL AS DRIVE
MORE ONLINE CONVERSIONS
TO GENERATE MORE LEADS.**

*Founded in 2016, **CyberHunter** provides cyber security services including: Penetration Testing, Network Threat Assessments, Security Audits and Cyber Threat Hunting solutions to businesses and organizations to help uncover hidden security gaps fast.*



Complying with Google's Onsite Best Practices and engineered for Google bot's maximum readability including micro structuring data, we ensured that CyberHunter's onsite and offsite elements were optimized for maximum search engine ranking.

Some of the factors we looked at:

- Information / Content architecture
- Internal Linking Architecture
- Balance Keyword and Internal Link Dilution
- External Outgoing Links Relevancy
- Keyword Opposition Benefit Analysis
- Micro Data Structuring
- Page Titles and Descriptions
- Keywords around internal hyperlink (Contextual Orbital relevance)

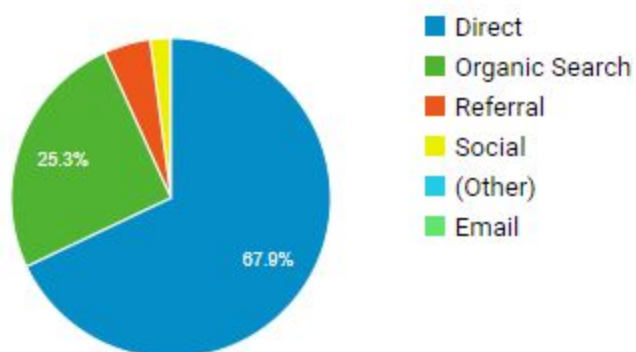
More than 70% of ranking weight is given on offsite ranking factors.

- Incoming Link Portfolio Balance Strategy
- Disavowing harming incoming links
- Auditing Anchor texts for incoming links
- Contextual Relevancy and authority
- Incoming Social Signal strength
- Competitive Links Acquisition Analysis
- News article submission
- Authentic comments submission

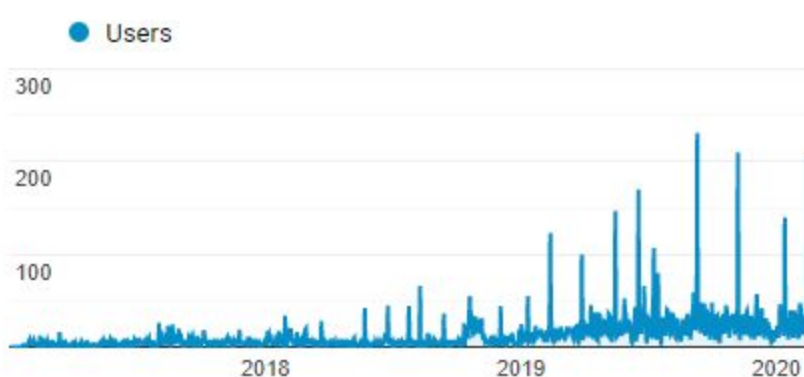
RESULTS (OVER 24 MONTHS)

- OVER 3100 UNIQUE ORGANIC VISITORS
- OVER 6X TOP LINE GROWTH
- AVERAGE OF 3 QUALITY ORGANIC LEADS PER WEEK
- PA & DA INCREASED FROM 5 TO 18 (exponential)

Top Channels



Users



The newly optimized website (on and offsite) generated 260% more leads within the first 6 months of launching campaigns. By creating site-wide enhancements with the user in mind, the goal completion rate increased by 49%. User engagement also improved: increasing average session duration by 19%, decreasing bounce rate by 11%, and increase unique page views by 4%. Through onsite and offsite optimization CyberHunter was able to triple its revenue organically without the use of any paid campaigns.



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Mediaforce is comprised of a team dedicated to understanding key drivers of growth, and committed to optimizing user experiences.

We empower our clients to harness their data in making valuable business decisions for the future of their company.