



CASE STUDY

 **CYBERHUNTER**

About



CyberHunter, founded in 2016, specializes in cyber security services such as Penetration Testing, Network Threat Assessments, Security Audits, and Cyber Threat Hunting solutions. Serving businesses and organizations worldwide, CyberHunter identifies hidden security gaps swiftly to fortify digital defenses. With a global clientele spanning various market verticals, including renowned brands like Toyota, Costco Pharmacy, and CIBC, CyberHunter ensures the safety of sensitive information through meticulous security assessments and consulting services.



By offering a comprehensive suite of services, CyberHunter fortifies digital assets against cyber threats. With a commitment to excellence and a dedication to client security, CyberHunter continues to uphold its reputation as a trusted ally in the fight against cybercrime, serving clients across Canada, the USA, Europe, Australia, and the Caribbean.

CASE STUDY

1 challenges

CyberHunter sought to enhance its national search engine rankings and drive more online conversions to generate additional leads. To address this, CyberHunter partnered with Mediaforce to enhance their SEO strategy and boost their digital presence.



before Mediaforce

- Our strategy was to optimize onsite/offsite elements to maximize search engine ranking.
- Various factors were assessed including information/content architecture, keyword balance, external outgoing links relevancy, page titles and descriptions, and keywords around internal hyperlinks.
- Their website was not optimized to engage visitors or encourage the use of online tools, leading to low conversion rates.

CASE STUDY

key metrics

2

CyberHunter's case study evaluates key metrics such as leads generated, goal completion rate, and SEO performance. These metrics provide valuable insights into the effectiveness and efficiency of Mediaforce's strategy. The study aims to showcase improvements in these areas and demonstrate the overall return on investment resulting from Mediaforce's services.



after Mediaforce



3,100 unique organic visitors



260% increase in leads



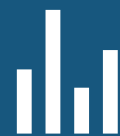
11% decrease in bounce rate



19% increase in average session duration



4% increase in unique page views



300% increase in ranking optimization

Through onsite and offsite optimization, CyberHunter was able to triple its revenue organically without the use of any paid campaigns.