

# SEO Success

This is the case study of DYNOMYCO. They focus on developing products that enhance your green thumb. DYNOMYCO is powered by mycorrhiza, a fungal-plant symbiosis that effectively extends plant roots with a mycelial network.



## Prior to Us

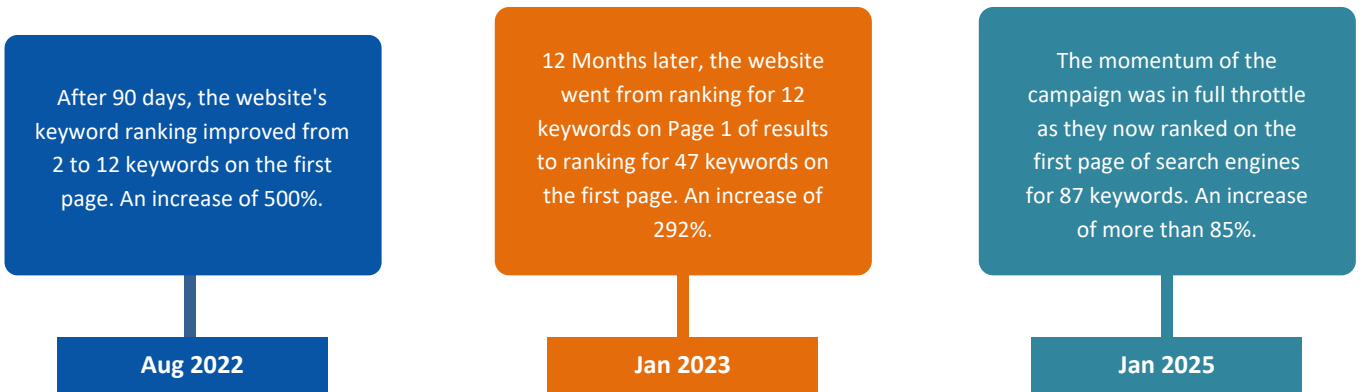
This Campaign came to us in August 2022, with some online presence. They wanted to improve their organic rankings and traffic to their website.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.

**KPIs:** According to the below Keyword Raking, Google Analytics Traffic, and Google Search Console stats, organic traffic of this website increased significantly since day one.

## Primary Keywords Ranking in Major Search Engines \*



## Google Analytics Data

**113.97%**

Increase in Users

6449 users received in Dec 4, 2024 - March 3, 2025

3014 users received in Sept 5 2024 – Dec 3 2024

**101.26%**

Increase in Sessions.

7354 users received in Dec 4, 2024 - March 3, 2025

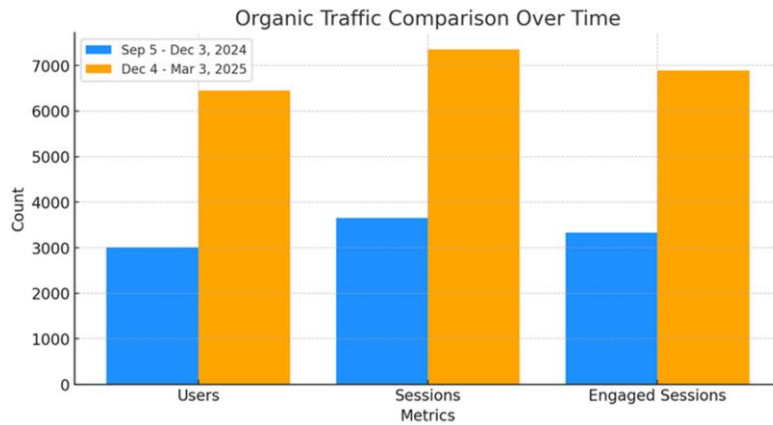
3654 users received in Sept 5 2024 – Dec 3 2024

**106.54%**

Increase in Engaged Sessions.

6888 users received in Dec 4, 2024 - March 3, 2025

3335 users received in Sept 5 2024 – Dec 3 2024



## Google Search Console

**13.19%**

Increase in clicks.

956 clicks received in last 28 Days.

**13.03%**

Increase in Impressions.

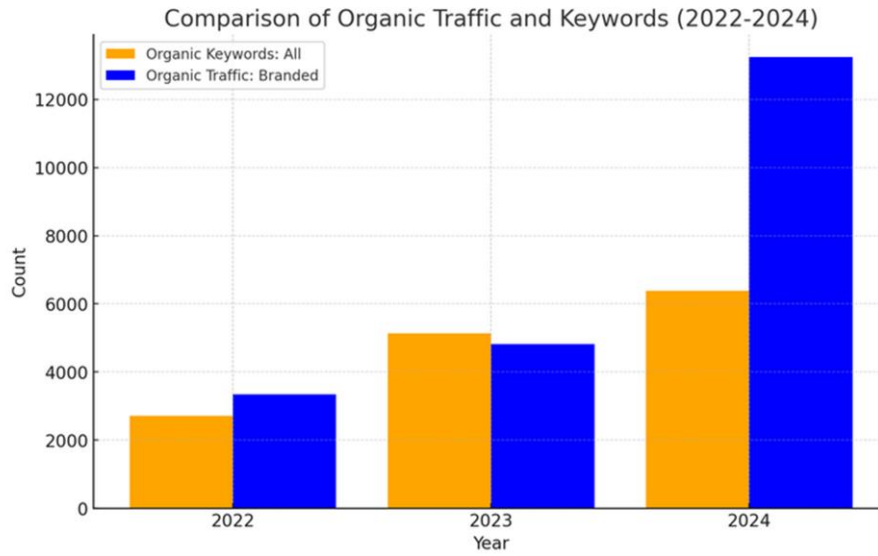
37.5k Impressions received in last 28 Days.

**9.83%**

Increase in clicks.

2.59k clicks received in last 3 Months.

## Organic Traffic



### Increase in Organic Keywords: All

**6379**

Organic keywords:  
All received in Jan to  
Dec 2024.

**5136**

Organic keywords:  
All received in Jan  
to Dec 2023.

**2718**

Organic keywords:  
All received in Jan to  
Dec 2022.

### Increase in Organic Traffic: Branded

**13243**

Organic traffic:  
Branded received in  
Jan to Dec 2024.

**4820**

Organic traffic:  
Branded received in  
Jan to Dec 2023.

**3346**

Organic traffic:  
Branded received in  
Jan to Dec 2022.