

BRANDLIFT

ONLINE BRAND MANAGEMENT



SanomaMedia

SEO for price comparison site

„Olcsobbat.hu” („cheaper”.hu) is one of the leading price comparison portals in Hungary. Its main revenue sources come from serving businesses by redirecting search engine traffic to them through a CT-basis. To do this, the most important source is the high organic customer volume coming through Google.hu.

+16%

organic visit growth



INSIGHT

Because of local, well-known competitors and new entrants upping the game in their own SE Optimization, olcsobbat.hu has lost a big chunk of its potential customers who search specific products through search engines - and find them on competitor sites sooner than on olcsobbat.hu.

The main goal of the SEO project was to stop the decreasing tendency within organic search related traffic, and make the business gain again.



ACTION

A **complete SEO audit** was carried out (on- and off-site) with main competitors' activity analyzed, and international best practice investigated.

Brandlift developed a **mid- and long-term SEO strategy**, and optimized the site's architectural, content and link profile levels, as well as its mobile phone appearance/user experience.

Brandlift identified and corrected all errors which lead to the decreasing efficiency of **Google indexing**; and introduced innovative best practices which have been gained from international and local work. We also analysed olcsobbat.hu and its main competitors' link profile (all the links pointing to the respective websites), and **replaced the outdated linkbuilding techniques** (eg. catalogue links) with modern, efficient ones for olcsobbat.hu.



RESULTS

During the **6 month long collaboration** with olcsobbat.hu, Brandlift successfully halted the decreasing numbers in terms of volume of visitors and set up a new course, making **stagnating organic traffic grow again**.

Looking at **YoY data**, we reached a **16% organic growth**, with major site traffic analysis data (number of people staying on page, length of stay, etc.) also showing improvement.

Because of the above, **Sanoma has chosen Brandlift as its agency of choice for other SEO related work as well** within it's portfolio.