SEARCH ENGINE OPTIMIZATION · FRISCH LOGOS

Fifty percent more users for a copywriting and branding business.

Frisch Logos came to us with keywords stuck on page four and beyond. On-site work moved most of them to page two within thirty days; off-site authority did the rest.

+50%	30 days	3–5 mo	2×
more website users	for most keywords to reach page two	to page-one positions	growth in search impressions

CLIENT	Frisch Logos, copywriting and branding	MARKET	National, English-language search
CAMPAIGN	Search engine optimization	TIMEFRAME	Three to five months
RESULT	Estimated 50% increase in users; page-one rankings for high-volume terms	CHANNELS	Google organic search, mobile and desktop

THE SITUATION

Good work, buried on page four.

Frisch Logos produced excellent creative work and had almost no search presence to show for it. The keywords that could bring in clients were sitting on page four or worse, where nobody looks.

The brief was straightforward: identify the terms that would actually generate revenue, and move them onto page one without gimmicks.

WHAT WE DID

On-site first, then authority.

01 **Keyword selection.** We prioritized the phrases with real commercial intent and enough volume to matter, rather than chasing every possible term.

02 **On-site optimization.** Titles, structure, internal linking, and content were rebuilt around those keywords. Within thirty days most of them had moved from page four or beyond to page two.

03 **Off-site authority.** From month two, a steady program of relevant links pushed the improving pages toward page one on both mobile and desktop.

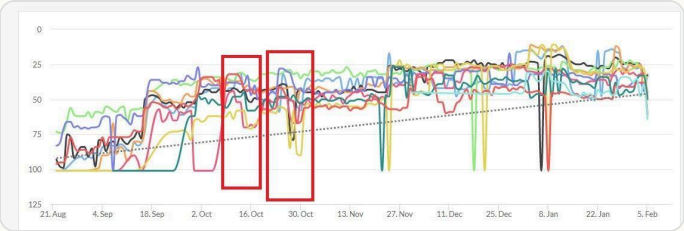
04 **Impressions as the leading indicator.** We watched impressions climb in Search Console as the early signal that clicks and users would follow.

RESULTS

Page two in thirty days, page one by month three.

The first thirty days of on-site work produced the biggest single jump: most keywords moved from page four or lower to page two. Off-site authority began showing in months two and three, and rankings improved sharply on both mobile and desktop.

Impressions grew steadily through the campaign, and as high-volume keywords approached page one, users followed. The end result was an estimated 50% increase in website users and, in the client's words, some “killer weeks.”



Rank tracking, six months. Every tracked keyword climbing from page four and beyond toward page one. The boxed regions mark the on-site rollout, where most of the movement happened.

Ranking path	Position	Change	CPC (USD)	Search volume
/	10	6 ↑	0.0	0
/	11	3 ↑	3.0	1600
/	12	7 ↑	3.2	260
/	13	5 ↑	3.2	1600
/	13	1 ↑	2.3	40
/	14	3 ↑	2.6	320
/	14	8 ↑	3.3	30
/	16	0 →	3.2	20
/	19	-2 ↓	0.7	20
/	21	3 ↑	1.6	33100

Positions and search volume. High-volume terms, including one with 33,100 searches a month, moving from page two toward page one.

RESULTS, CONTINUED

Mobile and desktop, both moving.

Because the on-site work was done properly, mobile rankings improved in step with desktop. Impressions kept rising into the final months, individual articles made large jumps, and the analytics showed visitors staying: a 22.6% bounce rate and sessions averaging more than eight minutes.

DAYS 1–30

On-site

Most keywords move from page four+ to page two.

MONTHS 2–3

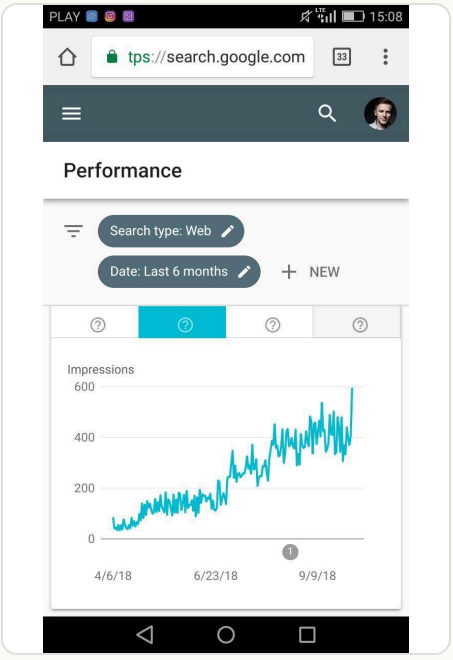
Authority

Off-site links land; mobile and desktop rankings jump.

MONTHS 3–5

Page one

High-volume terms reach page one; users up 50%.



Search Console, mobile. Impressions climbing steadily over six months.

One post, 34 positions. A blog article jumps to #8 for a 2,400-search keyword.

Google Analytics. Users up, bounce rate 22.6%, average session over eight minutes.

WHY IT WORKED

On-site optimization is the fastest lever and the most neglected. Fixing it first meant every link that followed had something worth ranking to point at.

Screenshots are taken from Google Search Console, Google Analytics, and our rank tracker. Client-identifying details are redacted.

Want results like these?

Every campaign above started with a free thirty-minute call. Bring us your budget and your market; we will tell you honestly what it buys.

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