

CASE STUDY

Dominate ROI: The Dynamic Duo of SEO and PPC Unleashing Maximum Returns!

GamingScan.com
Amazon Affiliate and Review Website

BACKGROUND

GamingScan, an affiliate website dedicated to comprehensive gaming product reviews and buyer's guides, sought to boost visitor engagement and enhance the ROI from their Amazon affiliations. However, their SEO performance took a hit due to a manual action in Google Search Console (GSC). Recognizing the need for expert assistance, they partnered with Invicta Leads, a performance-focused digital marketing agency.

STRATEGIC APPROACH

Invicta Leads and GamingScan teamed up, pooling their resources to form an integrated, cross-functional marketing team. A strategic marketing plan was devised, incorporating both search engine optimization (SEO) and pay-per-click (PPC) campaigns.

IMPACT AND RESULTS

The concerted efforts of SEO and PPC strategies, content optimization, and technical enhancements bore fruit:

- The website's average ranking improved significantly across all tracked keywords.
- Organic traffic saw a surge within the first three months, with clicks rising from 241,000 to 317,000 a substantial increase of over 30%.
- A noteworthy 27% increase in organic traffic was observed, highlighting the effectiveness of the SEO strategy.
- A significant 190% surge in affiliate click-throughs demonstrated the success of the PPC campaign.
- Affiliate click-through rate soared from 2.15% to 6.76%, an indication of improved audience targeting and landing page optimization.
- A substantial 25% decrease in the cost per acquisition of affiliate click-throughs was achieved, testifying to the optimized use of the marketing budget.

CONCLUSION

By leveraging Invicta Leads' expertise, GamingScan effectively overcame its SEO challenges, boosted visitor engagement, and enhanced the ROI of their Amazon affiliations. This case study underscores the power of well-orchestrated SEO and PPC strategies, especially in response to SEO setbacks, and how substantial performance improvements can be achieved through strategic collaboration.

TOP HIGHLIGHTS

- **27% Organic Traffic Increase**
- **190% Improvement in CTR**
- **From 2.15% to 6.76%**
- **25% Decrease in Cost Per Acquisition.**