

Take control of water hygiene with rqmicro AG micro.COUNT

A new chapter for microbial monitoring

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Boosting Organic Traffic

Achieved a **29.9%** increase in organic traffic across multiple search engines in 6 months by implementing SEO strategies, developing targeted high-quality content, and executing strategic campaigns to drive traffic.



Objectives

Establish the newly developed website as the primary touchpoint for potential customers by increasing organic traffic and improving search visibility.



Solutions

- Developed and published high-quality, customer-focused content aligned with search intent.
- Optimized website structure, metadata, and technical SEO to improve performance and user experience.
- Executed targeted keyword research and on-page optimization to attract relevant traffic.
- Promoted content through social media, email marketing, and backlink-building efforts to drive engagement.