SEO case study

Organic Visits Up 2.6x in Seven Quarters

SEO for a B2B telecom data platform

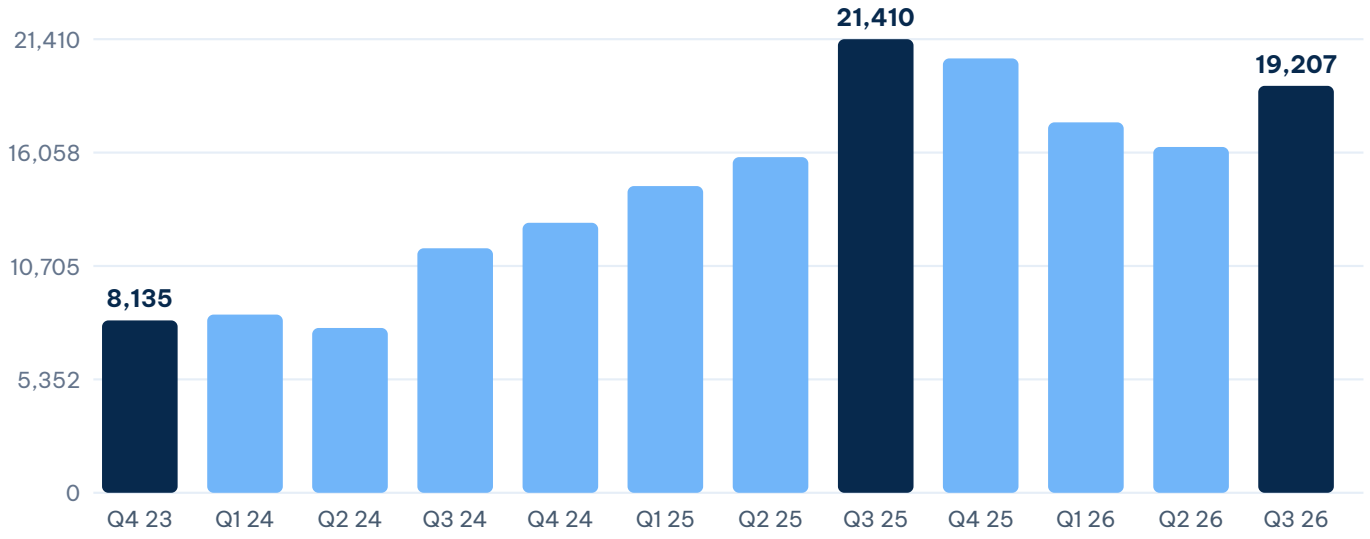
A B2B platform that sells connectivity data to telecom companies. The client's name is withheld under NDA. Every number here comes from the client's own Google Analytics and Search Console.

2.6x
Organic visits per quarter

+90%
Organic visits, year on year

68.4K
Google clicks in 16 months

Organic visits per quarter



Source: Google Analytics 4, sessions from Organic Search, by quarter.

Industry	Market	Service	Period
B2B telecom data	United States	SEO	Q4 2023 to Q3 2026

Where it started

In late 2023 the site got about 8,000 organic visits a quarter.

- 8,135 organic visits from October to December 2023
- About 87,000 visits a year from all channels
- Key events were not yet tracked in Analytics

What we did

1. **SEO for the whole site**
   Ongoing search engine optimisation for the website, tracked in Google Analytics and Search Console.

2. **Monthly tracking**
   Organic visits, clicks and rankings checked every month to see what was working.

The results

Google Analytics	Nov 2023 to Oct 2024	Nov 2024 to Oct 2025
Organic visits	36,722	69,825
Engaged organic visits	17,373	34,981
All visits	86,862	167,706

Session primary...Channel Group) + / SHOW ALL ROWS	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events
Total	167,706 vs. 86,862 ↑ 93.07%	78,783 vs. 33,863 ↑ 132.65%	46.98% vs. 38.98% ↑ 20.5%	49s vs. 30s ↑ 64.71%	8.54 vs. 5.07 ↑ 68.46%	1,432,559 vs. 440,455 ↑ 225.25%	282.00 vs. 0.00
1 Organic Search							
Nov 1, 2024 - Oct 31, 2025	69,825 (41.64%)	34,981 (44.4%)	50.1%	57s	8.79	613,855 (42.85%)	125.00 (44.33%)
Nov 1, 2023 - Oct 31, 2024	36,722 (42.28%)	17,373 (51.3%)	47.31%	37s	4.80	176,334 (40.03%)	0.00 (–)
% change	90.14%	101.35%	5.89%	55.23%	83.08%	248.12%	0%

Google Analytics, traffic by channel. November 2024 to October 2025 against the year before.

Where the clicks come from

68,400 clicks and 20.8 million times shown on Google between July 2025 and November 2026.



Google Search Console, last 16 months.

What the numbers say

- ✓ Organic visits held near 19,000 a quarter in 2026
- ✓ Engaged organic visits doubled year on year

Want results like this?

Book a free call. We will look at your website, your search data and your goals, and tell you what we would do first.

Book a Free Call

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About this report

Data was pulled on 12 November 2026 from the client's Google Analytics and Search Console. Screenshots are unedited, apart from cropping and the yellow circles we added. The client's name is withheld under NDA.