



Finance Advisory Firm

SEO CASE STUDY OVERVIEW

How A8OM Improved SEO Performance and Enhanced Organic Reach for LANOP

Assisted the team with PPC initiatives during the site's SEO overhaul and updating process. All figures are estimated.



Challenges & Objectives

Before SEO Optimization:

- Low Organic Traffic
- Unoptimized Content Strategy
- Weak Search Visibility
- No Clear Conversion Path

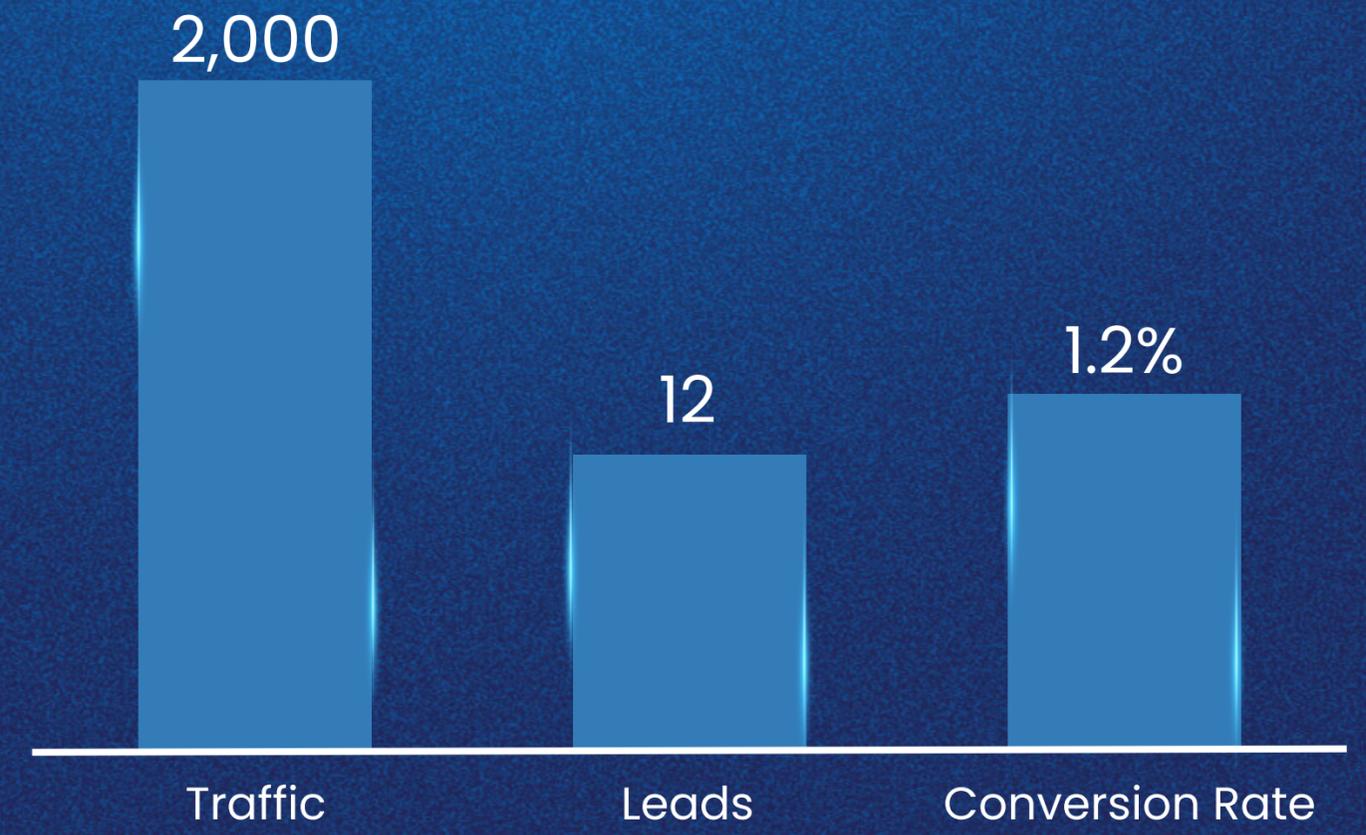
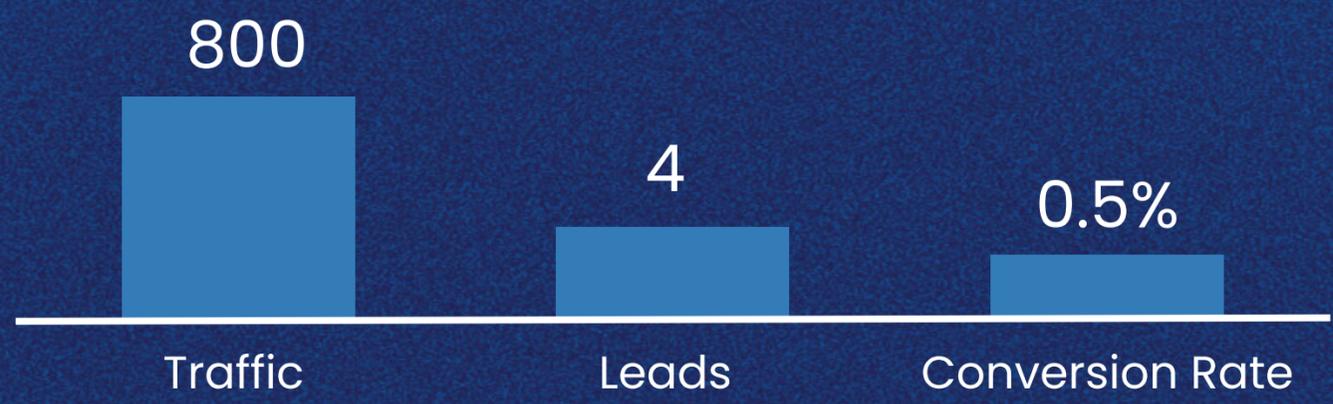
After SEO Optimization:

- Increase Organic Traffic by 150%
- Improve Keyword Rankings
- Enhance Content Strategy
- Build Conversion Pathways

Performance Transformation

Before

After



+200% Qualified Lead Growth

Measured Results

+150%

Traffic Growth

+200%

Lead Increase

+1.2%

Conversion Rate

High

Authority Signals

"A8OM restructured our digital positioning and delivered measurable growth."

- Client Testimonial

UK Finance Advisory Firm

Strong visibility growth, with rankings stability around page 1-2 positions

Client name removed for confidentiality.

SEO Performance Snapshot

Last 3 months | Google Search Console

Performance on Search results

24 hours

7 days

28 days

✓ 3 months

More ▾

Search type: Web ▾

+ Add filter

Total clicks

15k



Total impressions

2.63m



Average CTR

0.6%



Average position

13



Clicks

1.8k

1.2k

600

0

15/11/2025

22/11/2025

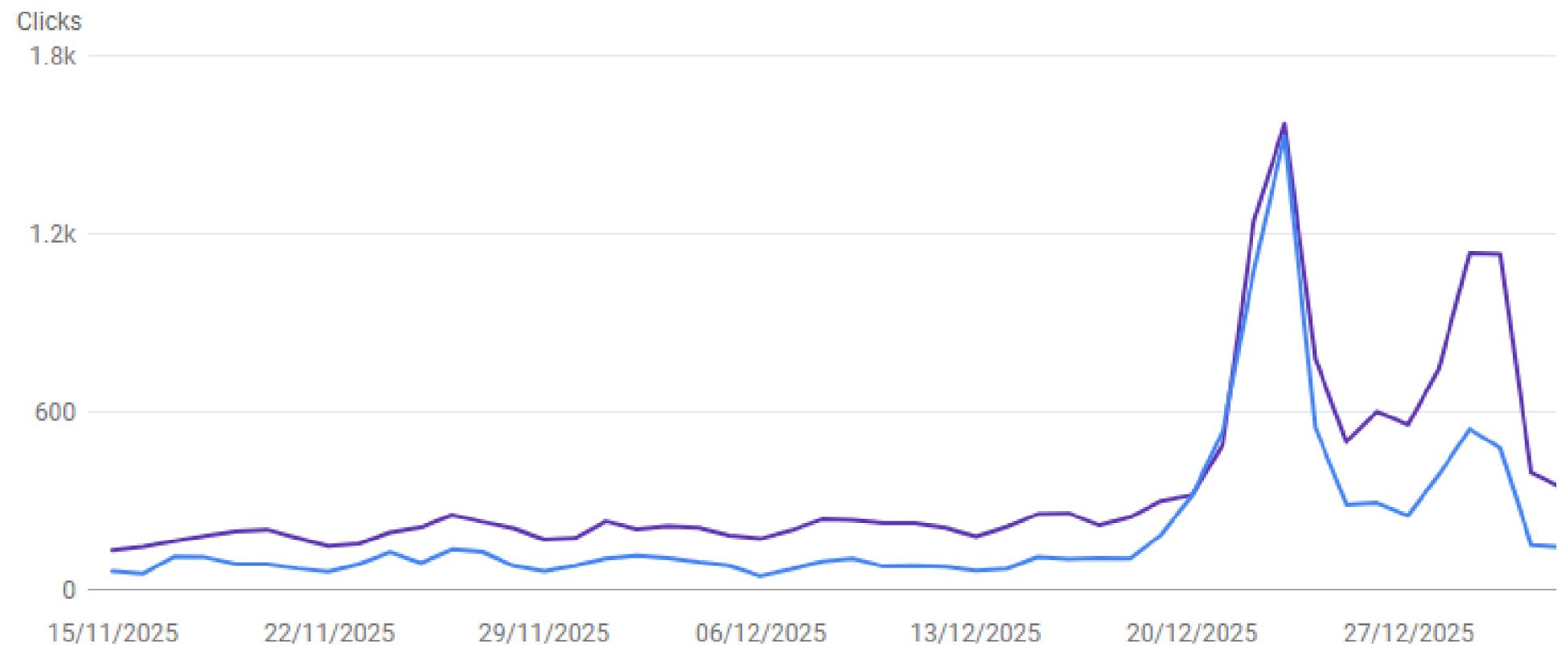
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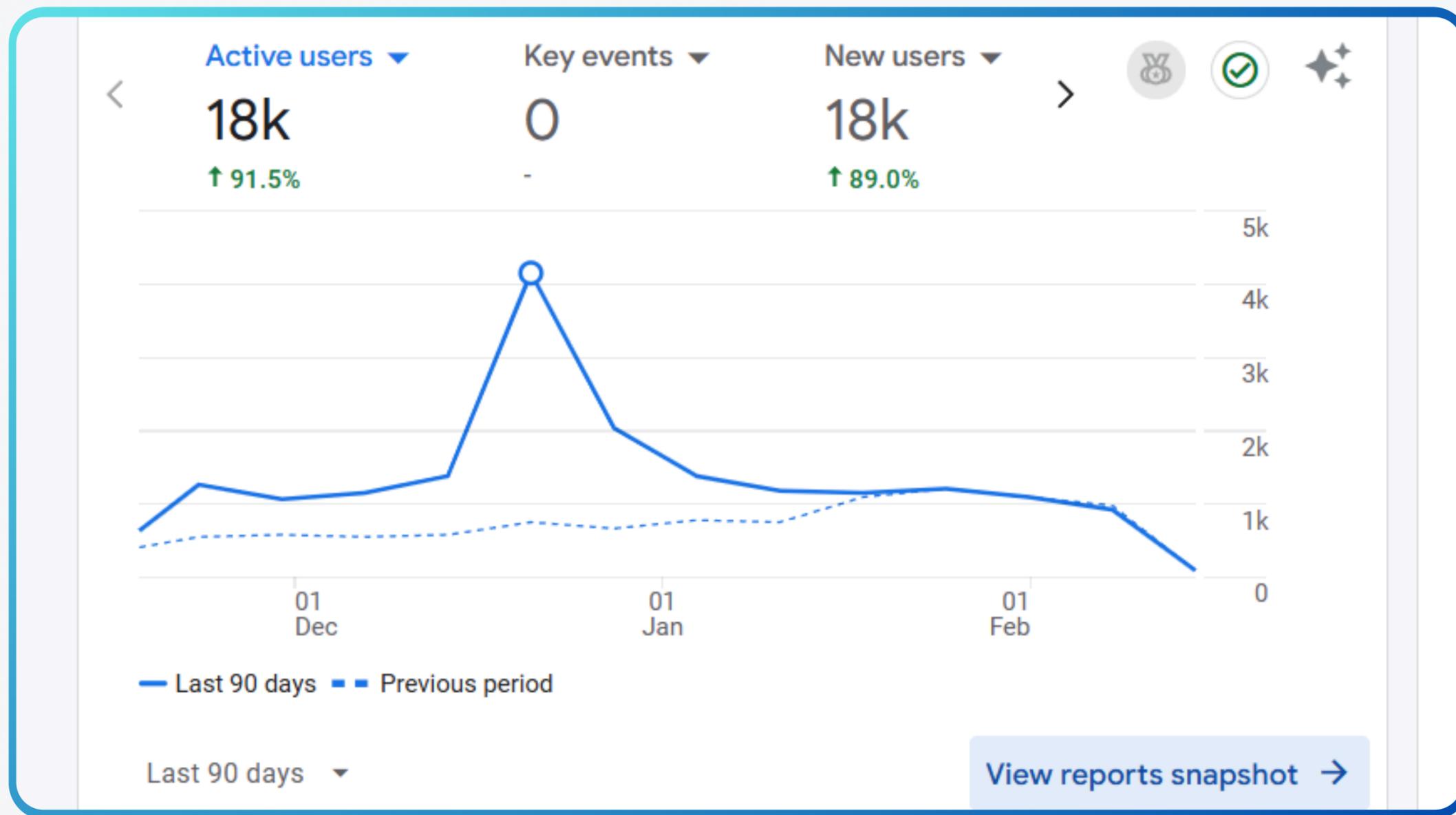
20/12/2025

27/12/2025



Analytics Snapshot

Google Analytics | Last 90 Days



Users

18K

↑ 91.5%

New users

18K

↑ 89.0%

Engaged Sessions

—

—

Key Events

0

—

Key Takeaways

- Higher engagement
- Traffic growth trend
- Conversion activity improving

Client name removed for confidentiality.

Ready to Scale?

Partner with **A8OM** to turn strategy into measurable growth.



Book Your Strategy Call



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