



+ Charging stations for education + healthcare

The Client

KwikBoost designs, manufactures and markets mobile device charging stations to improve how people charge their devices.

"We focus on simple, beautiful and thoughtful products and services.

Our products power the technology that connects us to the people, activities, and experiences we love."

Executive Summary

KwikBoost launched a new site in May 2013, hoping to give their online presence a facelift. The company that helped KwikBoost launch the site did not follow SEO best practices and KwikBoost's organic rankings, and traffic, tanked. They came to Globe Runner to fix their website woes and market them as an innovative leader in the charging station industry.



Challenges

Globe Runner first went to work optimizing the client's website. This meant setting up redirects, changing product URLs, optimizing title tags and other on-page elements. Our first priority was to put in work on these areas and help recover any lost organic rankings and traffic.

Second, Globe Runner addressed KwikBoost's backlink profile and determined the client had been the target of a negative SEO campaign. As a result of the negative campaign, Google's algorithm penalized Kwikboost, and it became our big goal to help reverse the damage.

How Globe Runner Helped

Globe Runner parsed through the website, analyzing each backlink, and then removed and disavowed spammy and unnatural backlinks.

Playing the Waiting Game

Google Penguin is an algorithm that gets updated intermittently. And if one has a website with an algorithmic penalty, they must wait for the algorithm to refresh in order to have said penalty removed.

Globe Runner conducted the link audit and removed all unnatural links in March 2014. Google didn't update Penguin until October 2014. That's 7 months of waiting.

Meanwhile, Globe Runner's work went unnoticed until Google updated the Penguin algorithm. But when that happened, the results were spectacular.



CASE STUDY

Services: *SEO*

Results

After Google updated Penguin, KwikBoost saw these results:

- 779% increase in traffic from previous year
- 1,401% increase in organic traffic from previous year
- 297% increase in pageviews from previous year
- 74% increase in time on page from previous year

The results were staggering.

While Globe Runner waited for Penguin to refresh, they focused on content marketing to the fullest. Blogging, guest posting, company features, infographics, and just about anything in between were the realm of focus. With the great content, KwikBoost naturally acquired high-quality backlinks and improved social signals.

When Penguin was updated, KwikBoost saw a vast improvement on almost every metric on their site.

To find out how Globe Runner can help you, call 972.538.0260 today.