

PATHFINDER SEO CASE STUDY

Strategy designed to improve
visibility, enhance user experience,
and maximize conversions



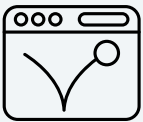
Key Metrics



**Average Time on Page: 7
minutes 17 seconds**



**Lead Conversion Rate (for
B2B websites): 22%**



Bounce Rate: Below 30%



**Click-Through Rate (CTR) for
Organic Search Results: 11%**



Organic Conversion Rate: 7%

Overview

Pathfinder a pioneering platform in the home lending space, has effectively harnessed the power of SEO to drive significant organic traffic, increase user engagement, and convert visitors into leads. This case study delves into the performance metrics and strategies that have contributed to our SEO success.

Conclusion

Pathfinder's SEO strategy has been instrumental in driving organic growth, enhancing user engagement, and increasing lead conversions. By focusing on keyword optimization, quality content creation, on-page SEO, link building, and UX enhancements, we have achieved remarkable results. Our metrics reflect the success of our efforts and provide a solid foundation for future SEO initiatives.