



Case Study

Institut praxisorientierter Unternehmer – COACHING/CONSULTING

www.i-p-u.de

adam@clemens-adam.de

Challenge

The personal and business coaching sector in Europe has exploded in recent years, leading to heavy online competition. In addition to achieving top ranking for generalised coaching services, IPU Coaching needed to achieve Google Page 1 SEO for keywords relating to its niche target audience, both in terms of personalised services offered and localised service areas.

Outsourcing SEO to an agency or hiring an SEO expert in-house was simply not an option for IPU Coaching due the high cost. And of course Google AdWords for the saturated health & nutrition market are highly bid upon, making the cost of PPC (pay per click) advertising unattainable. IPU Coaching had hit a major obstacle in its digital marketing, until they found ATRICA.

Result

In just 4 months ATRICA ranked IPU Coaching for both generalised coaching services as well as for specialised services at a local level.

These were the stats before they started using ATRICA in May 2020.

- Ranking Keywords Google Page 1: **0**
- Traffic: **not provided**

Improvement

Month 3:

- Ranking Keywords Google Page 1: **33**
- Ranking Keywords Increase: **100 %**
- Traffic increase of: **-**

Month 4:

- Ranking Keywords Google Page 1: **44**
- Ranking Keywords Increase: **33,33 %**
- Traffic increase of: -

Month 5:

- Ranking Keywords Google Page 1: **50**
- Ranking Keywords Increase: **13,63 %**
- Traffic increase of: -

By the end of Month 10:

- Ranking Keywords Google Page 1: **78**
- Ranking Keywords Increase: **56,00 %**
- Traffic increase of: -

A selection of a total of 78 ranking keywords

- IPU Coach
- IPU Coaching
- IPU Headhunter
- Lukas Adam
- IPU Marketing
- Sarah Himmelreich

ATRICA's Performance and Solution

“We know from how difficult it is to get top of page organic Google ranking in our industry, as we had been trying ourselves for some time without much result. With ATRICA we thought we had a real chance and, as early adopters of the software, we also hoped for a competitive advantage. Mission accomplished!”

Clemens Adam (Owner)

ATRICA

Division of

Smart Tools 24 GmbH

www.smarttools24.eu

Office Germany

Prenzlauer Allee 186, 10405 Berlin, Germany

Sales Offices

Europe | USA | Asia Pacific | Africa