



Global Gaming Publisher — SEO Case Study

12 months of growth powered by
SEO Rank Media

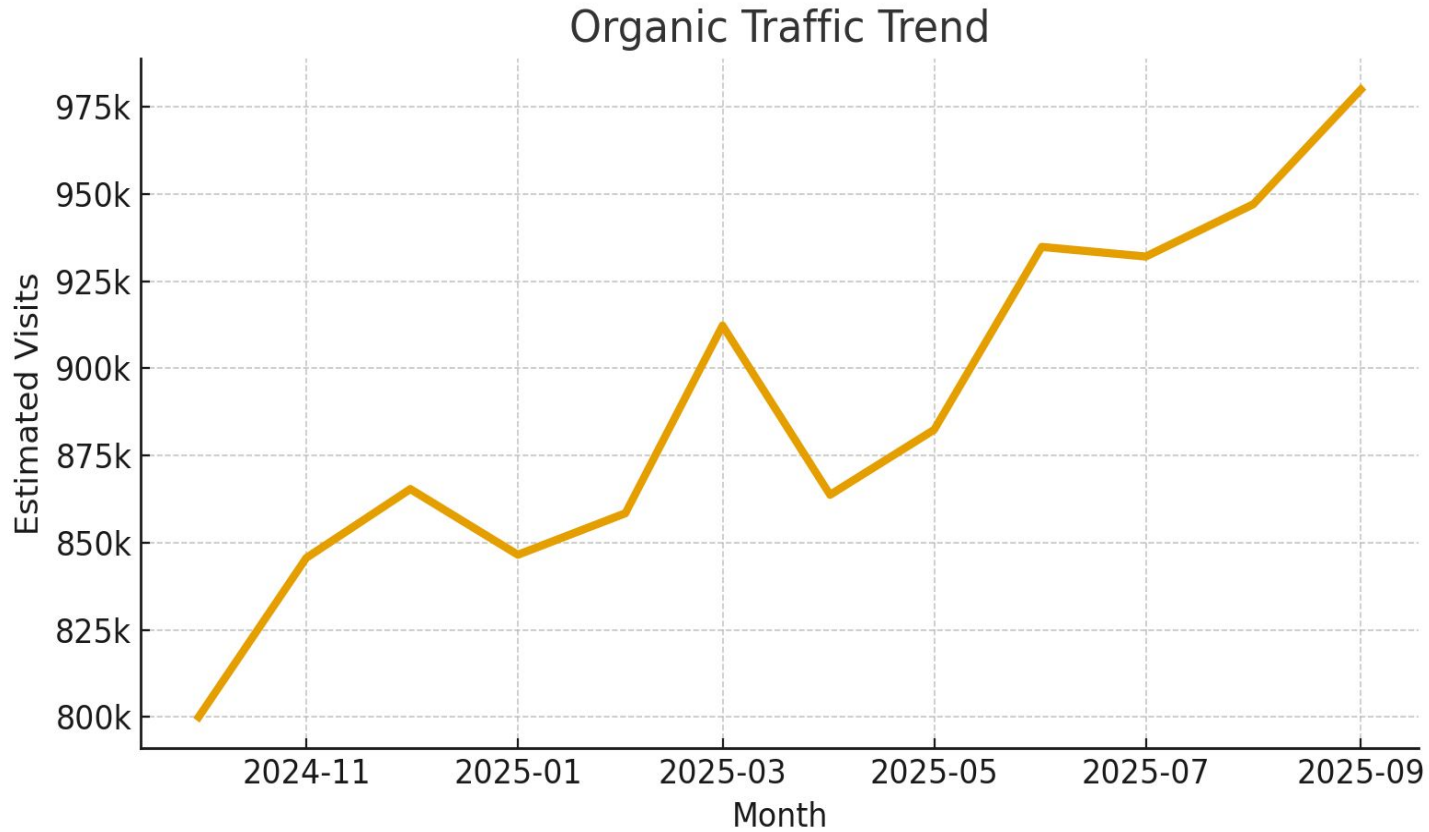
Snapshot: September 2025

- Estimated Organic Traffic: 980,000
- Ranking Keywords (Top 100): 222,000
- Traffic Cost (Ad-equivalent): \$140,000
- Source: Semrush Organic Research (US Desktop)

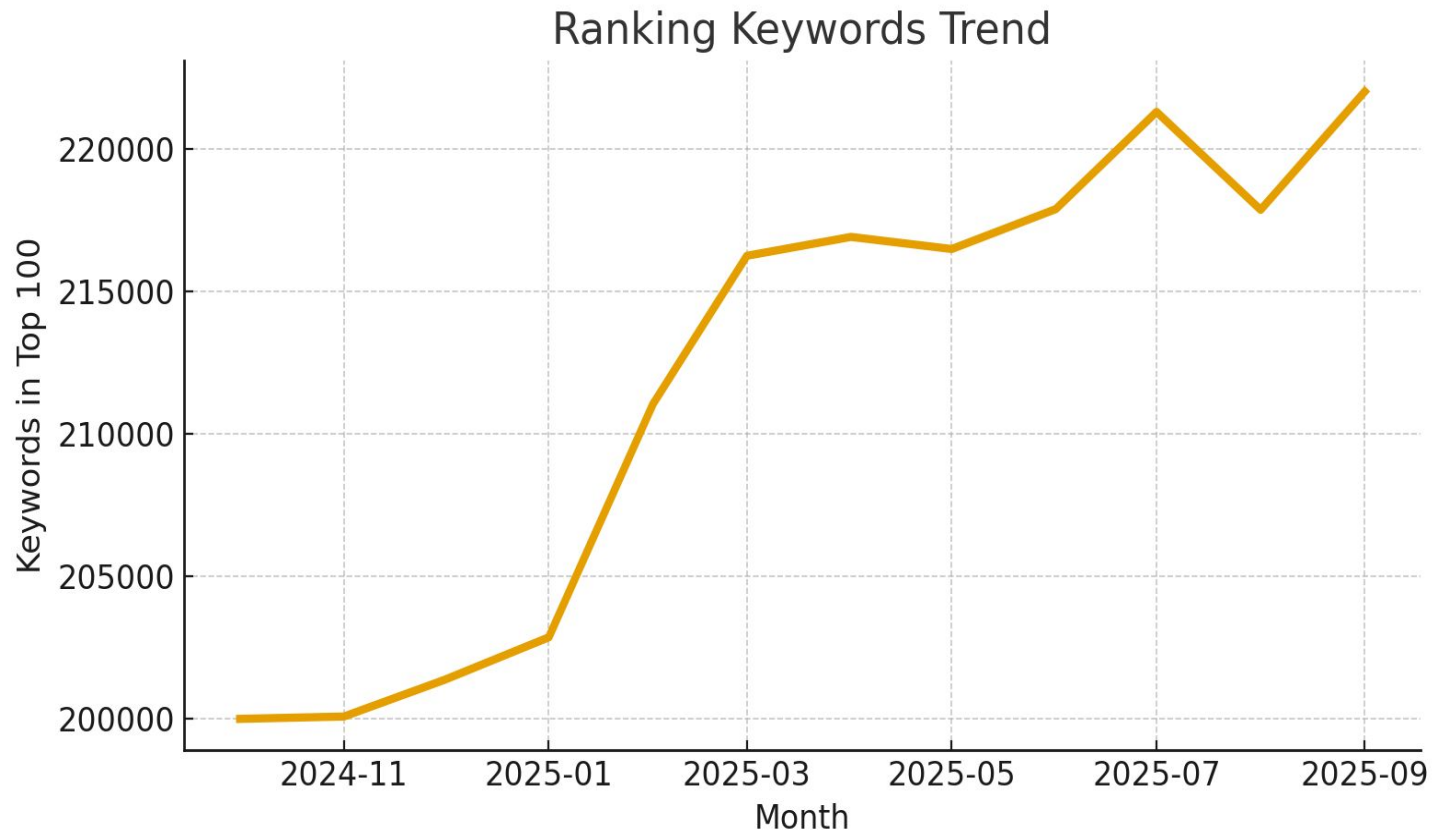
12-Month Gains

- Organic Traffic: 800,000 → 980,000 (22% growth)
- Ranking Keywords: 200,000 → 222,000 (11% growth)
- Traffic Cost: \$110,000 → \$140,000 (27% change)
- Interpretation: Healthy traffic acceleration with natural seasonal fluctuation; keyword footprint expanding steadily.

Organic Traffic Trend



Ranking Keywords Trend



What Drove the Results

- Account & support ecosystem optimization (login, account, ban appeal, help-center FAQs) with clear IA and FAQ/HowTo schema.
- On-page clean-up and internal linking to consolidate duplicate pages and reduce cannibalization across franchise hubs.
- International SEO foundations: hreflang and localized templates to better serve US, UK, CA, FR, MX, AU.
- Technical SEO at scale: crawl budget management, sitemap hygiene, and performance tightening on heavy media pages.
- Link risk management and digital PR: suppress spammy referral networks and earn coverage from authoritative gaming/tech outlets.

Result: Real Visibility. Real Player Reach.

- SEORankMedia.com helped this global gaming publisher strengthen organic discovery and clean up technical debt, driving double-digit gains in organic traffic in one year.
- Questions? Schedule a meeting with SEO Rank Media [at this link.](#)

