

LOHÜM X teamv™

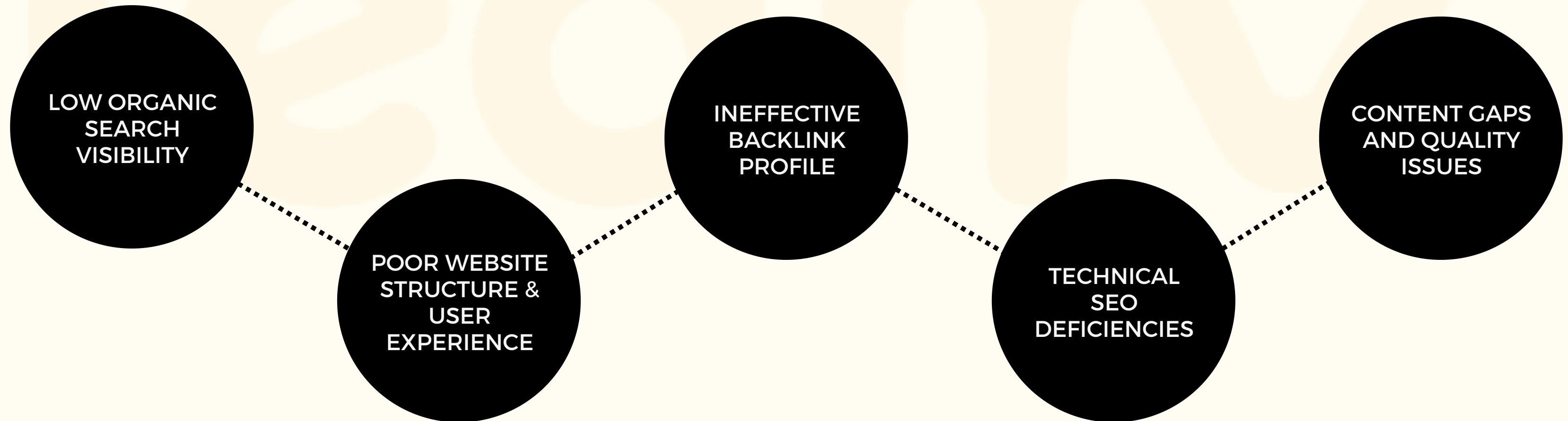
**147.65% INCREASE IN ORGANIC
TRAFFIC OVER LAST 9 MONTHS**

LOHÜM
• Reclaim •

ABOUT THE BRAND

Lohum is the world's largest producer of sustainable battery raw materials through recycling, repurposing, and low-carbon refining.

CHALLENGES



TEAM VARIANCE APPROACH

Keyword Optimization & Content Enhancement

Conducted detailed keyword research and updated content for better relevance & engagement.

Website Restructuring

Simplified the site's structure for improved user experience and search engine crawlability.

Link Building Strategy

Implemented a strategy to acquire high-quality backlinks from industry-relevant sources.

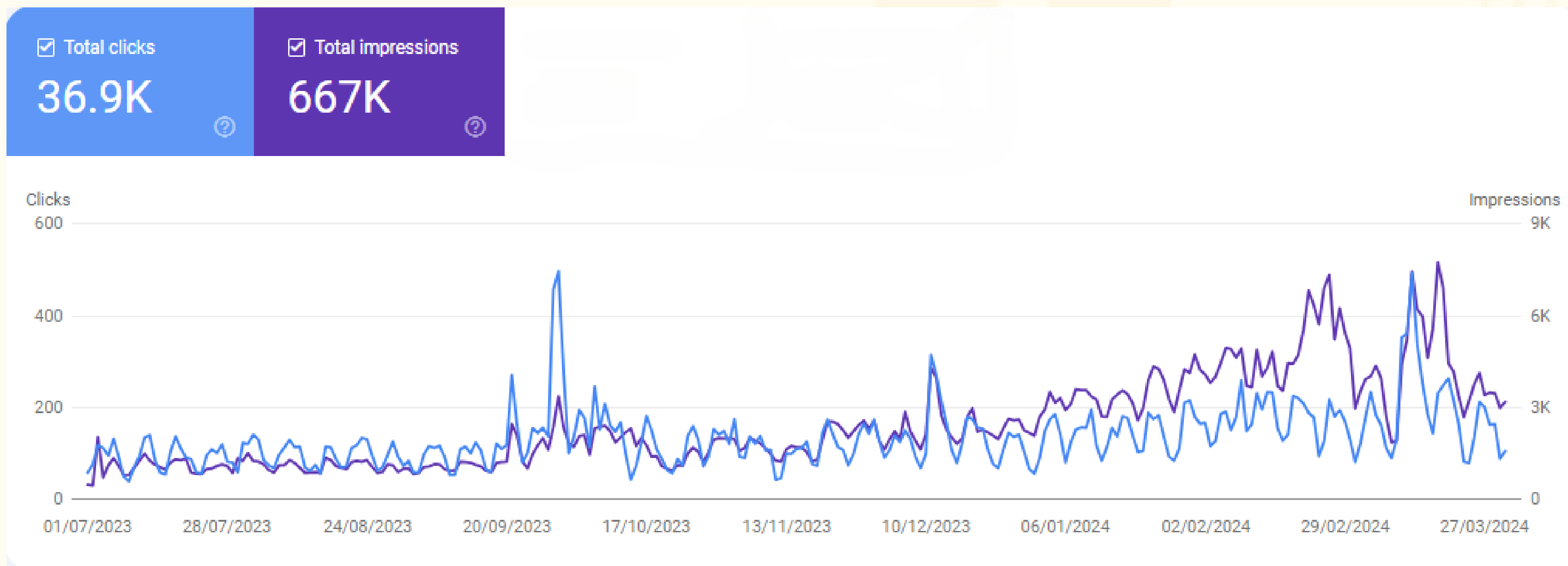
Technical SEO Improvements

Addressed technical issues like site speed, mobile compatibility, and duplicate content through a comprehensive audit.

Content Strategy Revamp

Developed a focused plan to fill content gaps and produce authoritative, detailed articles to enhance visibility.

LAST 9 MONTHS ORGANIC TRAFFIC TREND





COMPARISON

DEC 2022- JUNE 2023

14.9K

Total Clicks

85.9K

Total Impressions

JULY 2023- MARCH 2024

36.9K

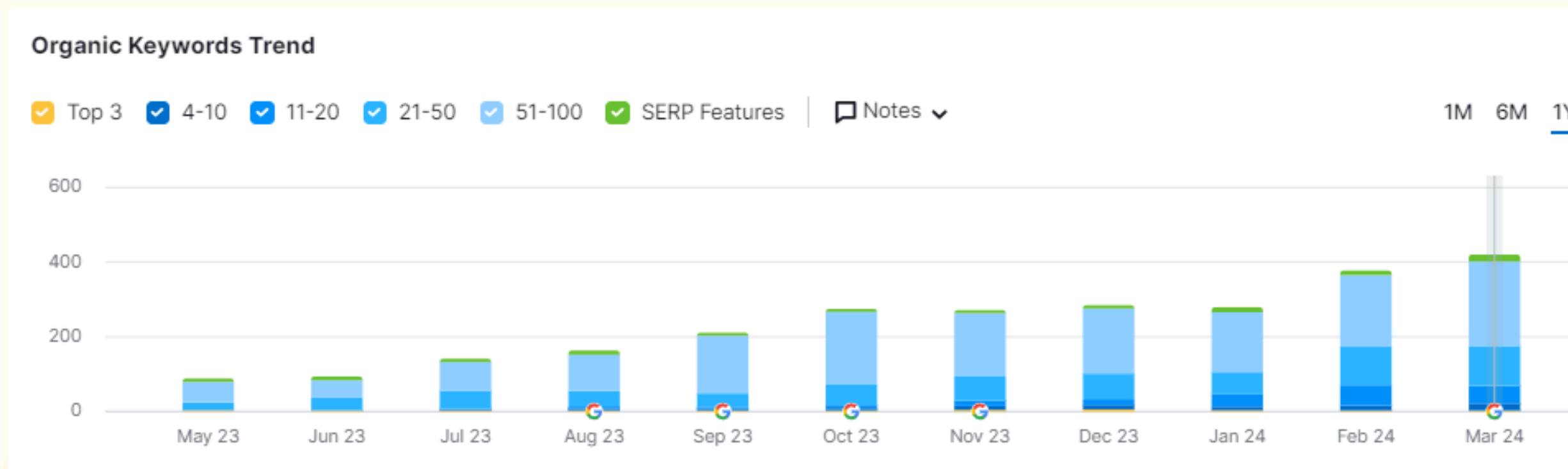
Total Clicks

667k

Total Impressions



KEYWORDS TREND



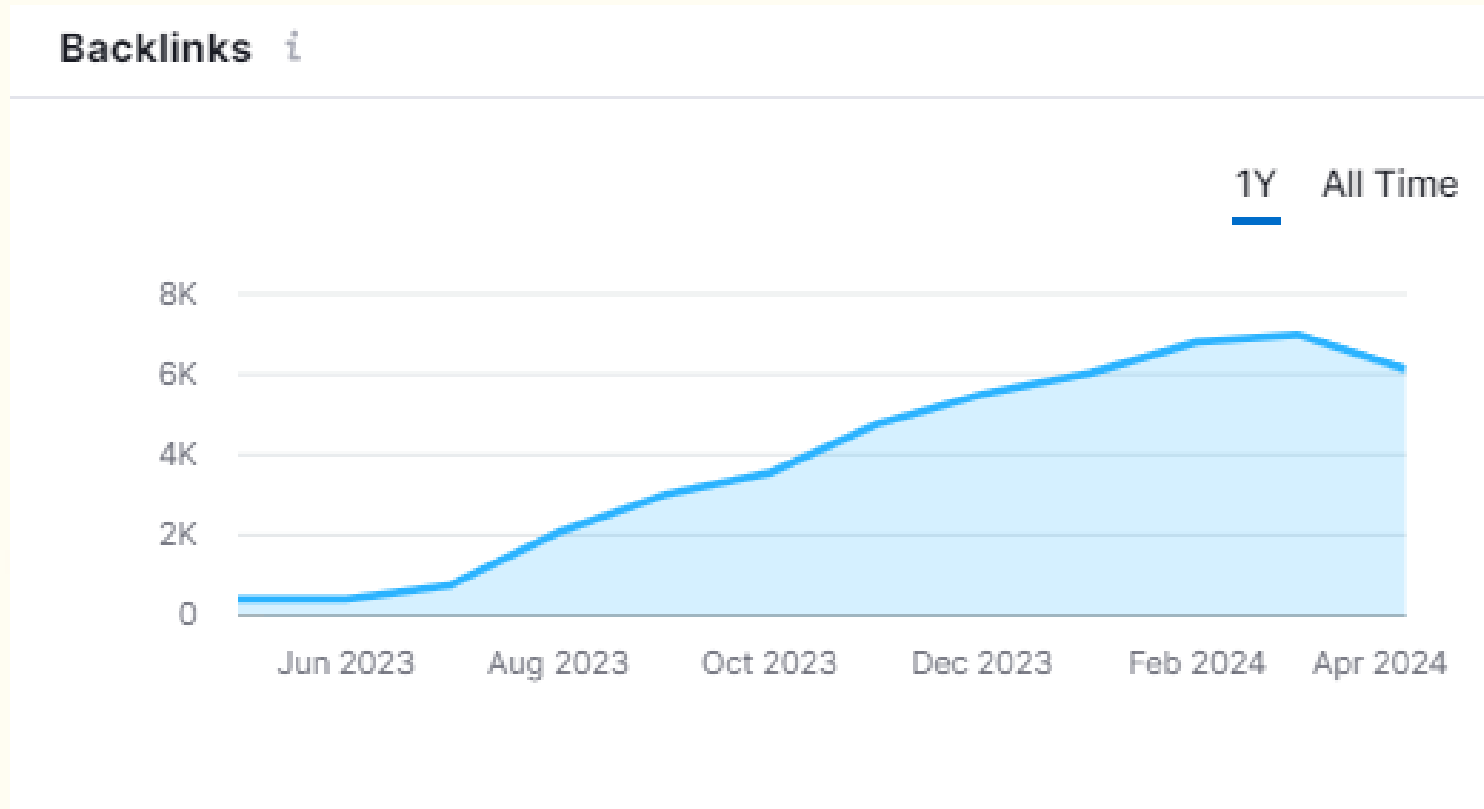
BEFORE

June 2023	
● Top 3	3
● 4-10	0
● 11-20	1
● 21-50	33
● 51-100	47
● SERP Features	10
Total	94

AFTER

March 2024	
● Top 3	3
● 4-10	19
● 11-20	47
● 21-50	107
● 51-100	226
● SERP Features	19
Total	421

BACKLINKS REPORT



COMPARISON

396
Total Backlinks
JUNE 2023

6981
Total Backlinks
MARCH 2024

Link Attributes

Follow		87%	5.3K
Nofollow		13%	776
Sponsored		0%	0
UGC		8%	486



THANK YOU

**HAVE ANY QUESTION OR QUERY?
FEEL FREE TO REACH OUT!**

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