

SEO Case Study

Game Monetization Software

National Campaign • Spend: \$6000/month



SEO Strategy

Game Monetization Software is a mobile game monetization platform, their product helps mobile games increase their monetization via in-game purchases. They came to Boostability to 1) improve their organic rankings and 2) build their presence on a nationalscale - which is difficult to do in such a competitive market. To achieve those two goals, we built out a keyword strategy that would allow the client to rank quickly

and effectively fora wide range of keywords on a national scale. We also performed crucial onsite optimizations that made their site more easily found by search engines.

The last part of our strategy was to create natural, conversational onsite copy to engage site visitors and keep them on the site longer. With our targeted and agile keyword strategy, the client now has 32 keywords on page one in only 7 months. Not only are they getting national attention, they've also started to get international traffic to their site. They are now working with Boostability to start building international SEO campaigns as they continue to expand their business.

Keyword	Start Rank	Current Rank
game monetization software	101	↑ 2
mobile game payment software solutions	25	↑ 2
game site builder tools	101	↑ 8
game creator partner networking tool	101	↑ 9
world wide in game payment method software	101	↑ 10