

CONSARCTIC

FEB 2023

CASE STUDY

Consarctic is a medical device company based in Germany. They provide leading life science cryogenics from design to maintenance.



✉ getstarted@kaida-seo.com

🌐 www.kaida-seo.com

OBJECTIVES

Consarctic has been operating out of Germany for about 14 years and are an authority in their field. They wanted to expand into the rest of Europe, the middle east and Africa without breaking the bank. This is when they found Kaida and trusted us to get the results they wanted.

The problem and how KAiDA SEO solved it

Thomas at Consarctic relaunched their new website in 2021. However, it didn't get the increase in traffic and reach they were looking for. Especially in countries outside of Germany.

Thomas understood that good SEO would get him the results he was after and he liked the idea of using an AI to get there.

- SEO agencies are expensive and can be cost prohibitive for small businesses
- Traditional SEO often struggles to rank across different markets in different parts of the world
- Most SEO agencies don't guarantee results and can over promise and under deliver
- DIY SEO takes time and there is a steep learning curve. Not ideal if you're busy running your business.

Keywords

Consarctic needed to be ranked on their location - Germany - as well as a long list of other countries and cities. Keywords also had to include the products and services they provide.

A list of a mix of location and services keywords were created by Thomas for KAiDA to build from. The team created a list of 250 OtK's which were loaded onto the website.

OtK's are orientation keywords, words decided by Thomas about his business and especially with regards to targeting certain regions outside Germany.

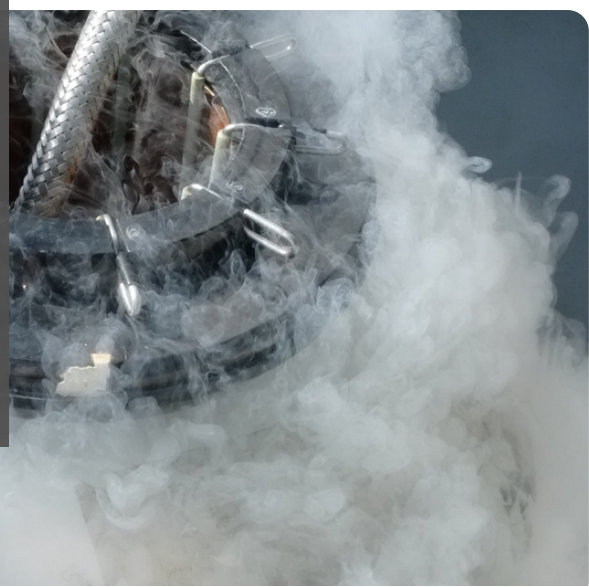
RuK's are Rank Up Keywords, words KAiDA generates based on Google's search trends and ranking criteria. This is done automatically without human intervention, it's our superpower!



I found KAiDA's team very supportive and they really worked hard to understand the challenges of our niche business

Thomas Dörr

- [Video Testimonial](#)



A sample of only a few keywords currently ranking on page 1 of Google Search Engine Results Page (SERP) for this website

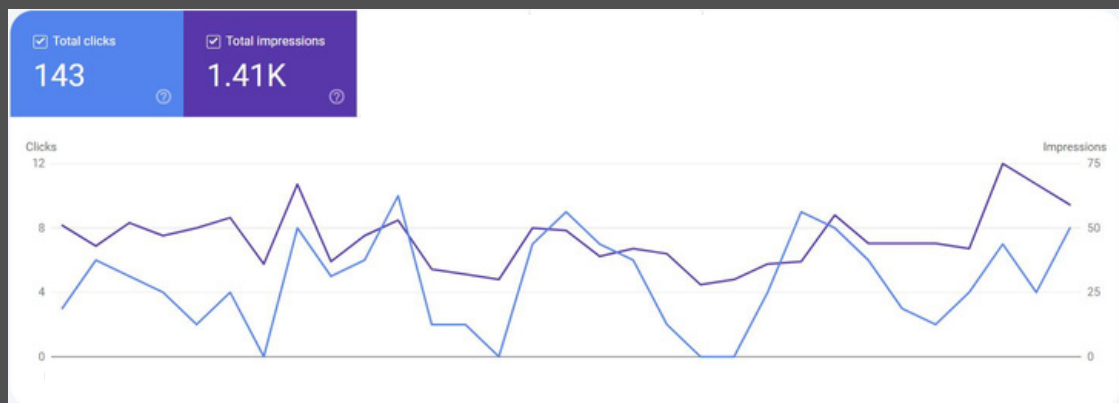
	Keywords	Page
OtK	cryogenics Krakow	1
RuK	cryogenics Consarctic	1
OtK	cryogenics specialists	1
RuK	Consarctic Complete solutions	1
RuK	Life Science Cryogenic Products	1
OtK	cryogenics Vilnius	1
OtK	Industry Leading Cryogenics	1

RESULTS

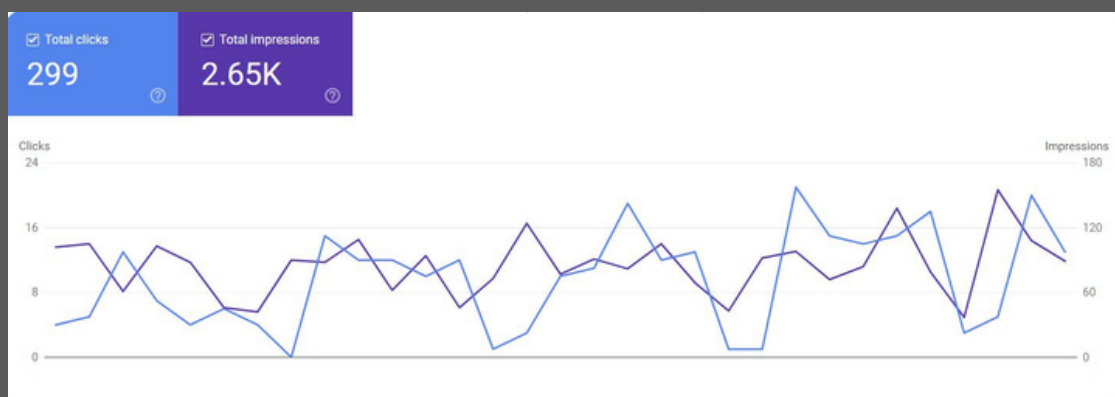
After only 4 months with KAIDA working to rank the website, the results have exceeded expectations.

- 25+ keywords ranked on page 1 of Google.
- International visitors to the website have quadrupled.
- Quality of website leads very high

October 2022



January 2023



*Clicks refers to the number of users on the website.
 *Impressions refers to the number of times Google showed this website in a search query.

28

Keywords ranking on page 1 of Google

200%

Increase in traffic to their website

If 2020 showed us anything, it is the importance of being visible online for your business to grow. Those that didn't invest heavily in SEO or content creation fell by the way side.

Traditional SEO is reactive, expensive and heavily reliant on people. The quality of your SEO is highly dependent on who works on your website. The saying 'you get what you pay for' is apt in this instance. Good traditional SEO is expensive and doesn't guarantee results.

Contact us today to see how we can help your business get the results you need at a price you can afford.

www.kaida-seo.com



CONCLUSION

An increase in traffic and keywords are great, but what does that mean in every day life?

Consarctic has seen a marked increase in enquiries from targeted regions internationally and are currently working on a number of long term projects as a direct result of enquiries from their website.

WE CAN HELP YOU

With the help of KAI DA, your website can rank faster and with more keywords than traditional SEO. At a price you can afford.

KAI DA is a world first AI-driven keyword ranking algorithm software that achieves proven results or your money back. That's right! We are so confident in our AI that we are guaranteeing our results.