

Client: **German web portal markt.de**

Field: **SEO**

 Reach:
Germany

 Sector:
classified ads

 Launch of operation:
2009

 Duration:
6 years

How to increase the organic traffic by 400% in classified ads?

⊕ Challenges and objectives we established:

- To increase the number of classified ads submitted by users
- To increase the organic traffic in a highly competitive market environment
- To find a solution to problems in the context of indexing and content duplication in a web portal with tens of millions of subpages

② How did we carry it out?

Bluerank has been carrying out **a long-term (over 6 years) consultancy project in the field of SEO** for markt.de. We provide expert know-how and content optimization along with close support and analysis. We respond rapidly to external shifts such as search engine updates or internal issues such as server performance. At first we delivered a comprehensive SEO visibility audit. Then we have been optimizing the content section for search engines for 6 following months. Furthermore, **we provided regular SEO trainings for markt.de personnel**, which resulted in establishing a qualified internal SEO department on the client side. **Organic visits have increased five times** (from 1,3 to 6,5 million visits) while we managed to avoid issues

concerning indexation and content duplication. Together with our client, we have thoroughly optimized the classified listings, working together with editorial staff of the portal. As a result, markt.de noted constant increase of traffic within search engine results despite the fact that Google had rolled out two important algorithm updates (Panda and Penguin). Hence, millions of users are able to find their way to markt.de from organic search results daily. Our SEO support has contributed to portal's traffic growth and secured its high positions in Google. **Currently markt.de is one of 3 largest classified portals in Germany** with about 2 million up-to-date classified ads.

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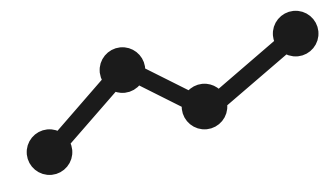
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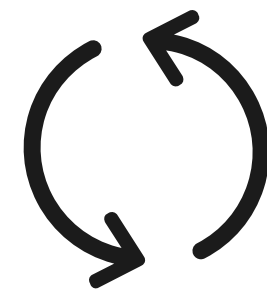
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What we accomplished together with our client?



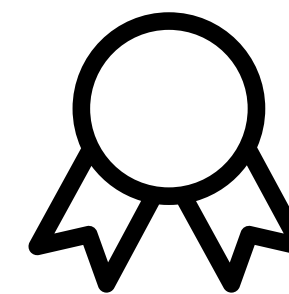
Increase in organic traffic:¹

↑ **400%**²



Google updates (Panda, Penguin):³

↑ **stable growth**



markt.de among German leading portals:

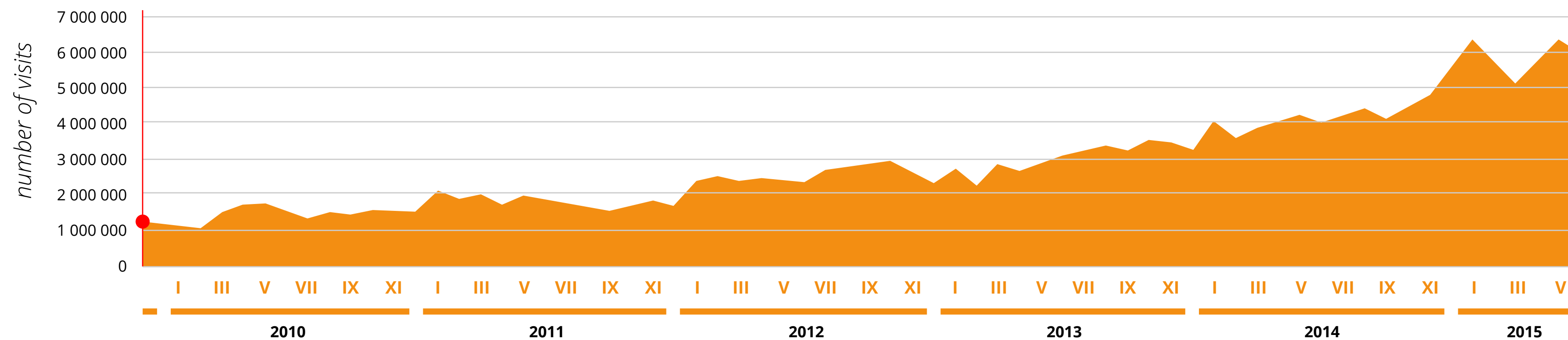
↑ **TOP3 of web portals**



Number of up-to-date ads:

↑ **2M**

Number of organic visits



During six years we managed to increase organic visits on markt.de by 400%! Today, markt.de is on TOP3 list of German advertisement web services.

● start of cooperation and audit

¹ Organic traffic – visits from organic search source

² Organic search visits have increased up to 6.5 million for 5 years

³ Panda and Penguin - Google updates (Panda: the aim is to increase visibility of high quality websites in organic search results, Penguin: the aim is to eliminate websites that have unnatural external link profiles)