

CASE STUDY

Hub and Spoke Strategy Increases Maveneer's Organic Traffic 101%

886%

Increase in search
impressions YoY

101%

Increase in non-branded
organic traffic YoY

10x

Domain Rating

About Maveneer

Maveneer is a design consultancy creating effective supply chains from the ground up.

The Problem

When Maveneer first came to 97th Floor, they did not have any SEO authority or organic content on their site. They needed a partner to guide strategy and get them started.

The Strategy

After completing extensive research, the 97th Floor team build a hub-and-spoke content strategy with “warehouse automation” and “order picking” as the top two priorities. 97th Floor delivered dozens of content briefs to Maveneer while also working closely with the Maveneer team to prepare for an upcoming site migration where the new content went live.

Results

In just five months, Maveneer's DR skyrocketed from 3 to 34.

886% Increase in search impressions YoY

101% Increase in non-branded organic traffic YoY

Ranking Keywords Over Time

