



Record number of keywords now ranking on page 1 of Google for Spanish comparison site

Organic traffic more than doubles YOY, leading to increase in conversions

Builtvisible.



Client
Kelisto

Industry
Price comparison

Services
SEO

Kelisto is a price comparison site based in Spain, helping consumers find the best deals across insurance, communications, energy and personal finance.

Bringing together hundreds of service providers, Kelisto provides quick and easy comparison alongside independent advice for savvy shoppers.

The challenge

The Spanish firm came to us in early 2018 to boost organic traffic growth following a series of Google updates that had an impact on performance.

Working with a lean budget and a small but willing internal team at Kelisto, we leapt into action!



The solution

We hit the ground running with an in-depth technical audit to get to the bottom of the issues that needed fixing. Our team found that the site had issues including cannibalisation, duplication and out of date content. Working closely with Kelisto's development team we ensured the rapid and effective implementation of our prioritised changes to kickstart a turnaround in SEO for the brand.

Priority areas included eliminating doorway pages plus pages with no original content, which had been targeted by Google algorithms. Other thin and duplicate pages were also removed to tackle indexation bloat. The site's sitemaps were updated.

We set about fixing broken links and internal linking improvements tackled Kelisto's orphaned pages as well as issues with inconsistent and often spammy-looking anchor text.

We undertook a keyword research and mapping project, which resulted in Kelisto rewriting content for over 500 pages to allow the brand to broaden out their targeting on key URLs and provide a better user experience.

To bring up the quality of the remaining link portfolio, we collaborated with Kelisto's skilled internal PR team to amplify our respective efforts and drive links from top Spanish publications like Cope, Expansión and El Diario.

Our ongoing work has focused on further optimising the massive site for effective crawl with additional improvements to internal linking and removing yet more outdated and duplicated content that wasn't driving any traffic. Around 350 articles were targeted in late January, driving a boost in traffic to the section soon after:



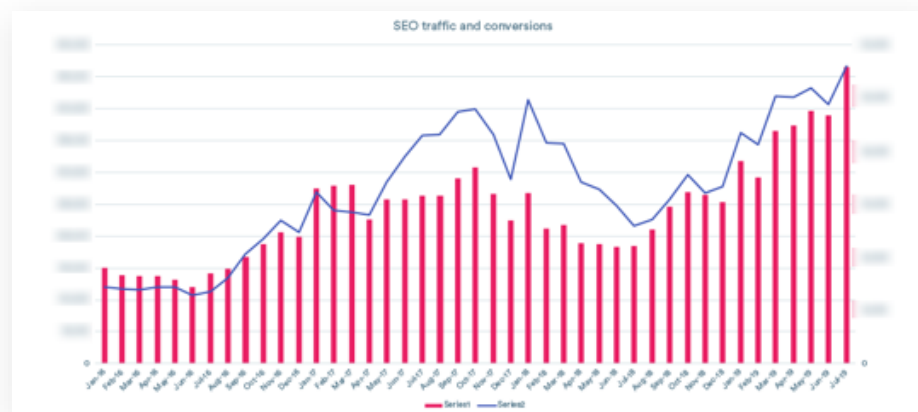
The following months saw this approach, and success, rolled out across further site sections.

The results

Our initial firefighting was highly impactful in turning around the brand's performance and rapidly bringing back the traffic that'd been lost in latter part of 2017 and early 2018. From here we began to grow visibility to record levels.



Together with the exceptional team at Kelisto we drove a massive increase in organic traffic year on year leading to much improved conversion.



The expansion of keyword targeting has led to thousands of keywords now ranking on page 1 of Google, with many of these in the top 3 spots.

The growth shows no sign of stopping with month on month growth continuing to date, even bucking typical seasonality trends.

These impressive results are a prime example of just what can be done with a small but highly targeted budget and a strong agency-client relationship.


Don't just take our word for It!

“I have been working with agencies for twenty years. I can count on one hand the number of times I have come across someone as effective and professional as our Builtvisible SEO Consultant, Maria. I want to congratulate her and the wider team on our account for a job very well done. They are all dedicated, team players, problem solvers, never miss a deadline and most importantly the results that are being delivered with so little resource are really impressive. Both myself and the investors are delighted with Builtvisible's work.”

Cristina Rebollo, Managing Director, Kelisto



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