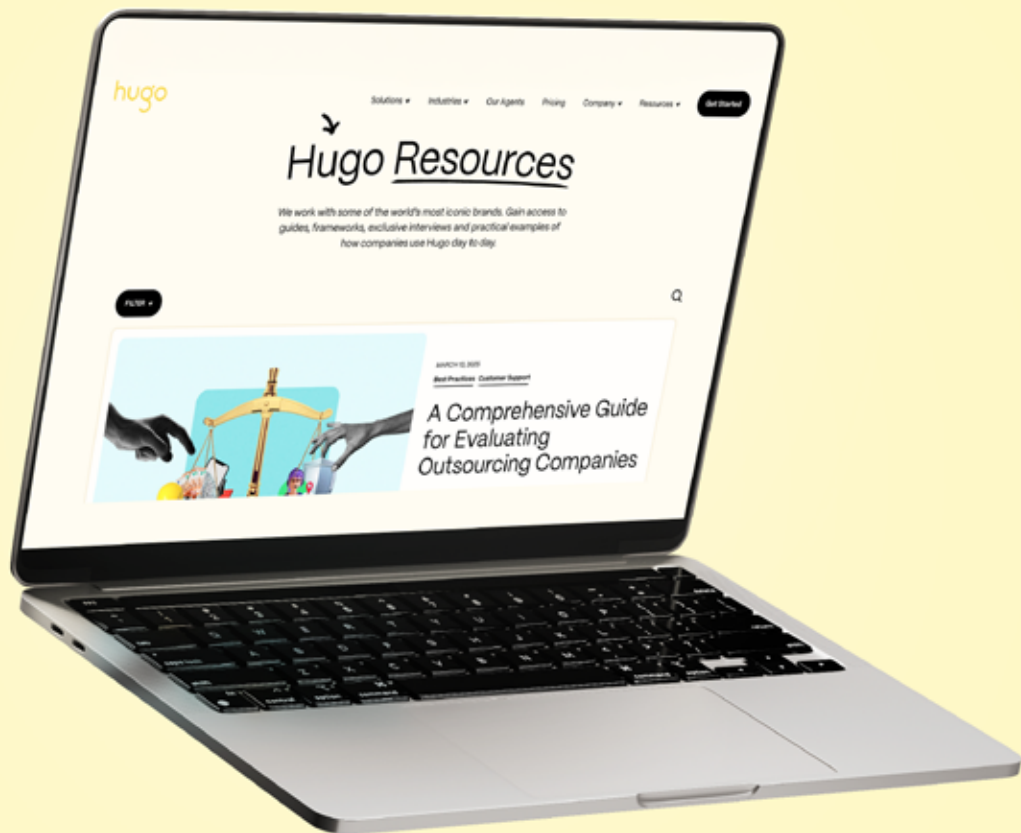


UNLOCKING ORGANIC GROWTH WITH TARGETED CONTENT  
RE: HUGO INC  
SEARCH ENGINE OPTIMIZATION  
REDEFINE MARKETING GROUP



redefine



# REVAMPING ORGANIC GROWTH IN OUTSOURCING

## Client Name:

Hugo Inc

## Services:

SEO

## Industry:

Outsourcing

## The Challenge:

Improve rankings for 20 high-priority keywords

Replace low-quality content with SEO-optimized, editorially refined copy

Increase non-brand visibility and organic traffic value

## Project Brief:

In early 2025, Hugo approached Redefine with a clear objective: to rank for a set of 20 high-value keywords tied to their core offerings. Their existing content strategy relied heavily on AI-generated copy, which lacked the depth and keyword alignment needed to perform in search.

We launched a six-month engagement focused on refreshing key pages and optimizing over 30 blogs. The result was a significant lift in non-brand search visibility and multiple keywords breaking into the top 10.

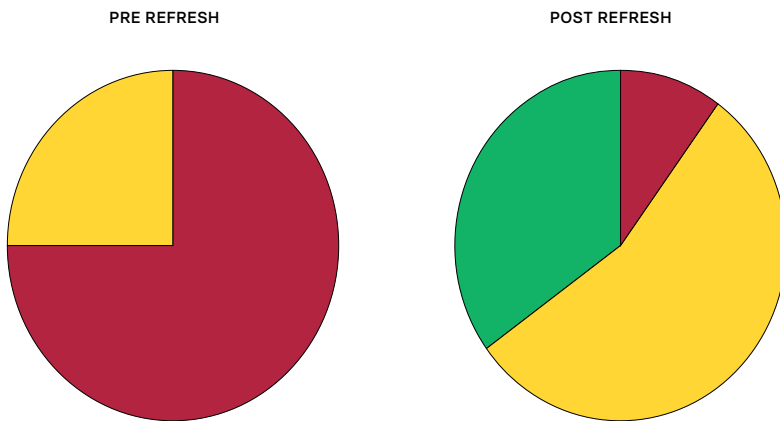
The Redefine team was presented with a critical challenge. However, through strategic content refinement, editorial expertise, and a sharp focus on keyword intent, the team was prepared to turn underperforming AI-generated content into a top-ranking asset.

## The Resolution:

- + Replace low-quality, AI-generated content with expertly edited, keyword-optimized copy to better align with search intent and user expectations.
- + Focus on a targeted list of 20 priority keywords, using striking distance data to identify and elevate high-potential terms into top-10 positions.
- + Implement on-page SEO enhancements across refreshed content, including improved metadata, headers, and internal linking.
- + Drive sustained growth in non-brand impressions and traffic value, helping Hugo capture meaningful visibility for competitive, product-led queries.

### RANKINGS INCREASE FOR 20 CORE KEYWORDS

■ Pos. 1-10   ■ Not Ranking  
■ Pos. 11-60



**+42.7%**

BLOG TRAFFIC  
GROWTH

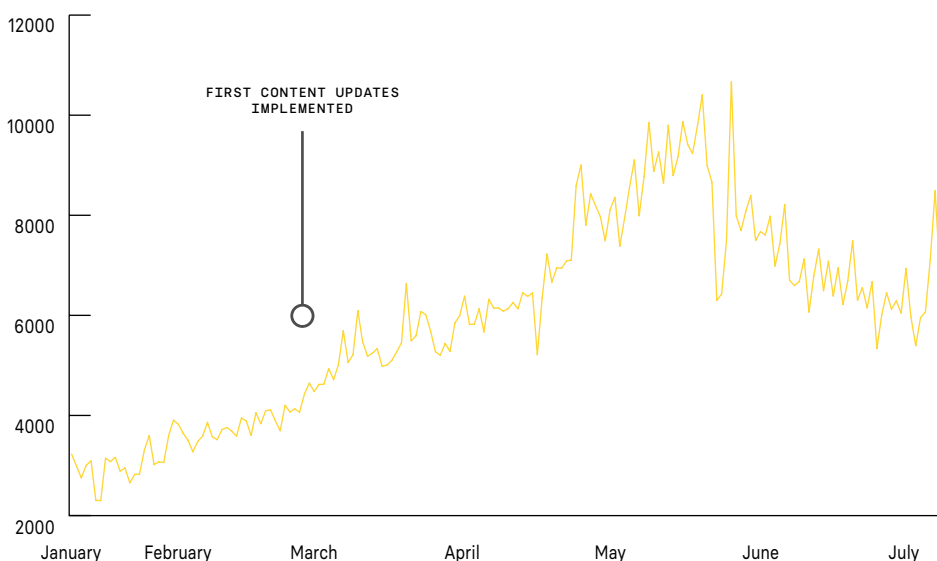
**+50%**

POS. 1-3 RANKINGS  
IN 6 MONTHS

### IMPRESSIONS INCREASE NON-BRAND

DATA: SEARCH CONSOLE

— Impressions



**+86.4%**

POS. 4-10 RANKINGS  
IN 6 MONTHS

**+\$13K**

OF TRAFFIC VALUE

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