

SEO CASE STUDY

SARAMIN

DOUBLING DOWN ON SEO FOR SWEET RESULTS

THE BITTER TRUTH: A CANDYLESS SEARCH

Saramin, a giant in the Korean job market, offers a treasure trove of goodies for both job seekers and companies. From juicy interview tips to AI-powered headhunting, they're the one-stop shop for landing that dream position. But in 2015, they faced a sticky situation: despite having a fantastic platform, attracting organic traffic and ensuring users could easily discover this valuable content became a hurdle.

SOLVING SEO WOES WITH SWEET STRATEGIES

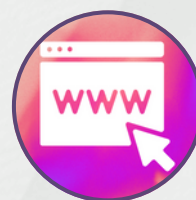
Saramin knew they were sitting on a lollipop library of content, but Google wasn't quite seeing it that way. So, they tackled SEO head-on by devouring the SEO best practices and using Search Console tools, like Mobile Friendly Test and PageSpeed Insights, to meticulously comb through their site. Out went the confusing keyword clutter, replaced with a sprinkle of delicious structured data. They also tidied up duplicate content for a cleaner, more user-friendly experience.

AT A GLANCE

CHALLENGES

- Regular Customers
- New Customers
- Resource Discovery

BENEFITS



X2
INCREASE
in Website
Traffic



9%
INCREASE
in Conversion
Rate

Mobile Usability

❑ Error

3

2 issues

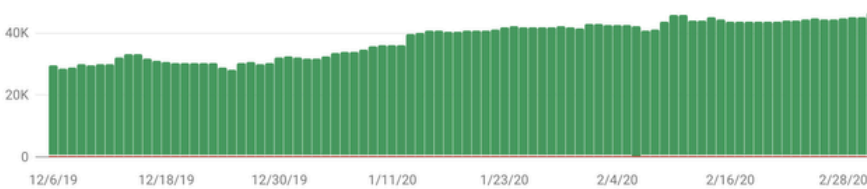
❑ Valid

46.5K

❑ Impressions

Pages

60K



Saramin's

optimization

work was found

delightful by

our users!

THE CHERRY ON TOP OF CONVERSIONS

The hard work paid off in the sweetest way – a surge in organic traffic! Over time, the red error warnings on Search Console transformed into a satisfying sea of green. By peak hiring season in 2019, Saramin's **traffic had doubled** compared to the previous year, and the sweetness didn't stop there. Not only did traffic explode, but the quality of those visitors also improved significantly. New user signups from organic search rocketed by 93%, and **conversions saw a 9% jump**. As Moon Tae Sung, Saramin's SEO Manager, says, "Saramin's optimization work was found delightful by our users!"

THE SWEET TAKEAWAY

Saramin's journey is a delicious reminder that SEO can be the secret ingredient for attracting the right kind of traffic. With a little effort and the right tools, your website can become a magnet for success, just like theirs. And remember, as Tae Sung says, "This is only the beginning of our story."

SKYROCKET TRAFFIC LIKE SARAMIN

UNLOCK THE POWER OF SEO WITH TOOLS & STRUCTURED DATA

Inspired by Saramin's sweet success story? Cyberlicious® has the magic touch! We'll find any issues, fix them, and sprinkle your website with SEO, making it easier for search engines to unwrap your content. Ready to send your traffic on a sugar rush?

CONSULT. AUDIT.
IMPLEMENT.

* Saramin increased organic Search traffic 2x by investing in SEO