

Our aim is to partner with people, brands and companies that share our passion for digital, and the internet on the whole. We value learning, numbers, creativity and integrity above all else, and luckily enough, have acquired a diverse team and client base that share this with us.



Helping Youi find their way back to Google



GMG restored visibility to Youi's organic search results.

Background

GMG was approached by Youi for assistance in rectifying plaguing issues by google for search engine ranking after several unsuccessful attempts by other agencies.

Mission GMG aimed to resolve Google’s penalisation and improve search visibility for all relevant keywords for Youi car and home insurance.

Methodology GMG conducted highly extensive reports around all of Youi’s past citations that had the potential to cause a negative impact on search visibility.

Process Through performing extensive data analysis, GMG was able to shortlist and identify exact citations causing harm on Youi’s website. By using exclusive and private tools, GMG was able to determine what was required to remove the penalty thus improving positions of Youi brand.

Results

900%
Improvement in
search visibility

70%
Improvement in
organic traffic

60
Position ranking
improvement in
first month

300
Position ranking
position after third
month

Visuals

