

Website Launch Case Study

From Research to Rankings:

A research-driven SEO and content strategy that established a competitive online game hunting platform.

Tourism Industry



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Executive Summary

Client commissioned BlueMagnet to conduct in-depth research and strategic analysis to assess the viability of launching a new online game hunting marketplace that would compete against well-established global hunting websites. The objective was to develop a transactional game hunting broker platform that would connect outfitters with hunters, facilitating bookings and hunt listings through a fully digital experience.

To achieve this, BlueMagnet implemented a comprehensive market research and SEO-driven content strategy to ensure rapid visibility and adoption. Within four months, the fully optimised website was launched, and within six months, the site achieved 1,286 Page 1 keyword rankings supported by rapid indexing and traffic growth, purely through SEO and content.

This case study details how research-backed decision-making, competitor analysis, and SEO implementation enabled a new digital business to establish itself in a highly competitive market.



Background

The Client identified an opportunity to enter the online game hunting market by creating a fully digital platform that would serve as a broker between outfitters and hunters. Unlike traditional hunting businesses, which rely on long-standing relationships and offline transactions, the platform aimed to create a seamless online booking experience, aggregating top hunts and outfitters worldwide.



Industry:

Game Hunting & Outdoor Tourism



Target Audience:

International Hunters (B2C) and
African-based Outfitters (B2B)



Project Duration: 10 Months

Research to Website Launch: 5 Months
SEO Campaign: 5 Months



Business Model:

e-Commerce Online Game Hunting Brokerage
& Transactional Booking Platform



Location:

Global (USA, Canada, UK, Germany,
Australia, Southern & East Africa)



Challenges



Competing in an established global market posed significant challenges for Client, requiring them to build brand authority from scratch without any prior domain history, backlinks, or search credibility.

- Building a fast, optimised transactional website for Client was essential for seamless bookings and user experience.
- Rapid SEO traction was critical to gain visibility before the hunting season, ensuring the platform attracted outfitters and hunters in a competitive market.

Key Challenges Included:



Developing a High-Conversion Transactional Website

The site had to be functional, fast, and optimised from the start.



Entering an Established Global Market

Competing with long-standing game hunting websites



Building a Brand From Scratch

No domain history, backlinks, or search engine credibility



Rapid SEO Traction Required

The goal was to be indexed and ranking significantly before the next hunting season.



Solution

1 In-Depth Market & Competitor Research:

- Conducted competitor benchmarking to understand strengths and weaknesses.
- Analysed keyword competitiveness to identify the most opportune target markets.

2 Web Specification, UI & Functional Build:

- Created a comprehensive functional specification and information architecture to guide development.
- Designed a scalable website architecture optimised for SEO and user experience.
- Developed a user-centered UI focused on seamless navigation and usability.
- Built highly optimised web pages to capture transactional search intent.
- Developed a fully functional, high-performance website optimised for transactions and user engagement.

3 Content Creation & SEO Execution:

- Created SEO-driven landing pages targeting 418 priority keywords.
- Focused on keyword clustering to dominate niche search terms.
- Ensured fast page speed and technical SEO compliance.

4 Strategic Website Launch:

- Site Live in 4 Months – Fast-tracked web development for quick entry.
- Developed Brand Identity and Logo
- Outfitters first – Ensured high-quality hunt listings were available before attracting hunters.
- Hunters next – Optimised for highly competitive search terms to drive bookings.

5 Focused SEO Targeting for Market Capture:

- Growth & Expansion – Focused on gaining search traction for hunters.
- Indexing & Visibility Growth – SEO and content were the only marketing channels.



Results

 **1,286 keywords ranked**
on Page 1 across global markets

 **59% visibility**
for all target keywords on
Page 1 within 6 months.

 **87% ranked content**
Priority content strategy
keywords ranked on Page 1
within 6 months.

 **98% core web vitals**
for 411 pages optimised for speed
and mobile performance

 **25/100 Domain Authority**
Increased Domain Authority (DA)
from 0 to 25, surpassing
competitor averages from
authoritative backlinks. Homepage
Authority reached 34/100,
outperforming key competitors.

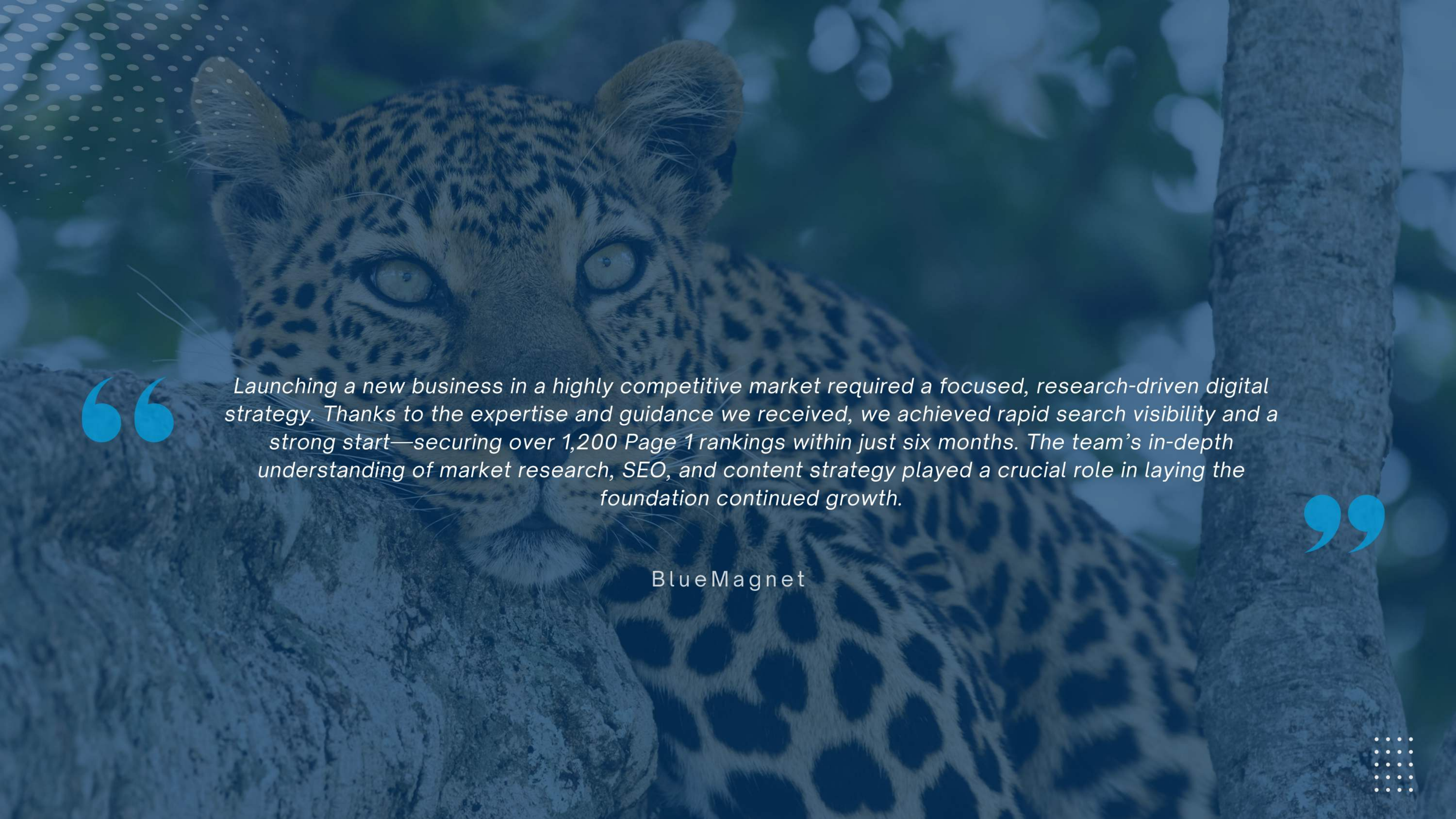


Key Takeaways

This case study demonstrates how a well-planned information architecture, taxonomy, and SEO-optimised content strategy—built on foundational market research—can uncover the sweet spot for rapid search visibility and market penetration.

- 1 Market Research Validates Business Strategy** – Identifying key opportunities enabled a strong SEO foundation.
- 2 SEO-First Strategy Drives Rapid Growth** – Achieved Page 1 rankings without paid ads.
- 3 Phased Approach Ensured Market Capture** – Focused on outfitters first, then on highly competitive hunter search terms.
- 4 Technical & Content SEO is Crucial** – Fast indexation and rankings required a fully optimised web build with well-planned information architecture .





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Launching a new business in a highly competitive market required a focused, research-driven digital strategy. Thanks to the expertise and guidance we received, we achieved rapid search visibility and a strong start—securing over 1,200 Page 1 rankings within just six months. The team’s in-depth understanding of market research, SEO, and content strategy played a crucial role in laying the foundation continued growth.

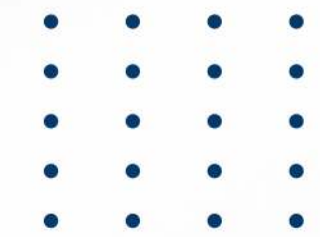
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