

HOISTING SAIL ON AN ORGANIC GROWTH STRATEGY  
RE: GOFREIGHT, INC.  
SEO + LINK BUILDING  
REDEFINE MARKETING GROUP



# CASE STUDY

# HOISTING SAIL ON AN ORGANIC GROWTH STRATEGY

## Client Name:

GoFreight, Inc.



## Services:

SEO

LINK BUILDING

## Industry:

Logistics Software

## The Challenge:

Technical site issues hindered the website from ranking

Client had tons of blog content that lacked key SEO fundamentals

## Project Brief:

GoFreight is a Los Angeles and Taipei-based business-to-business (B2B) startup that provides innovative software tailored to the needs of freight forwarders. In 2022, GoFreight raised \$23M in Series A funding from investors such as Flex Capital and Headline. The global freight forwarding industry is worth approximately \$280B, and a majority of customers in the space utilize outdated software to run operations. GoFreight is attempting to revolutionize the logistics industry with its comprehensive software solutions.

In order to charter its next phase of organic growth, GoFreight sought the help of Redefine.

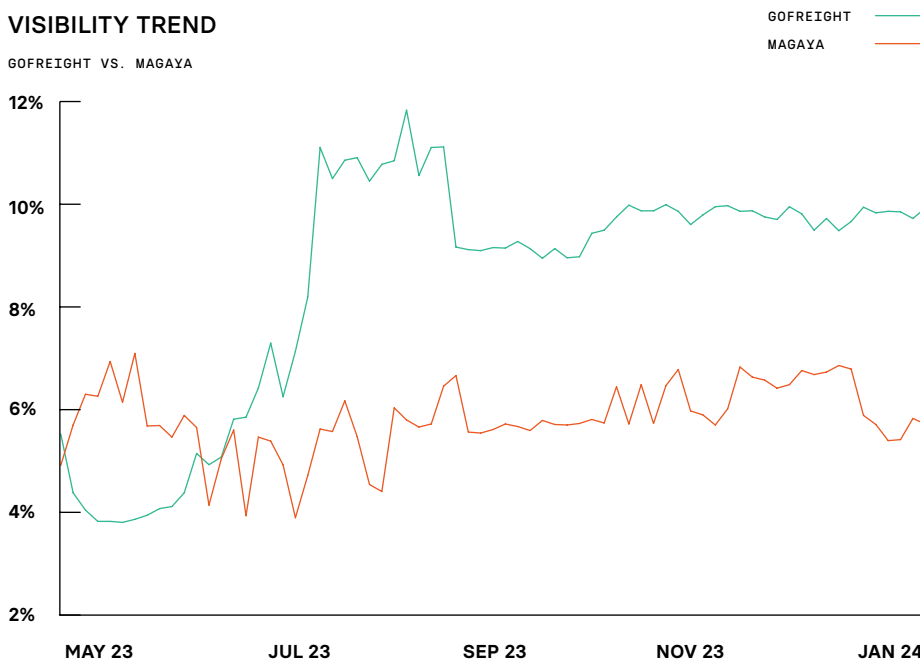


## The Resolution:

- + Identify approximately 100 high-impact, industry-relevant keywords through competitor analysis and utilizing tools like Semrush and Google Trends.
- + Accurately align search intent and volume of keyword lists to position GoFreight for highly targeted brand visibility and organic traffic growth.
- + Implement fundamental SEO tactics such as internal linking and meta title optimizations to enhance website health and increase online prominence.
- + Seek out high authority link-building opportunities on major industry publications to boost the website's authority, rankability, and referral traffic.

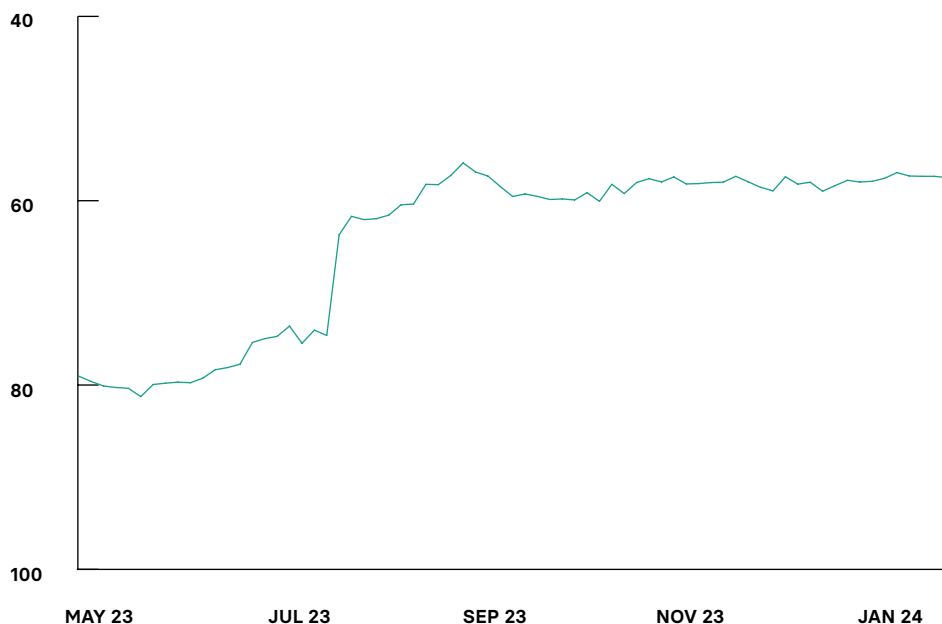
### VISIBILITY TREND

GOFREIGHT VS. MAGAYA



### AVERAGE POSITION TREND

FOR ALL TRACKED KEYWORDS



**+80%**

ORGANIC VISIBILITY

**+22**

AVERAGE RANKING POS.

**+137%**

ORGANIC IMPRESSIONS

**+14**

SEO HEALTH SCORE

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## All SEO Hands on Deck

Before making any SEO recommendations, our team spent considerable time identifying the perfect mix of target keywords to solidify the client's dominance in their industry. Leveraging insights from competitor analysis, tools like Semrush and Google Trends, as well as other resources, we identified over 100 high-impact keywords to target.

While working through this exercise, our search analysts meticulously sought alignment between search/user intent and search volume. This is a strategic approach to position GoFreight for organic traffic growth while driving highly targeted traffic.

Throughout the campaign, our team continuously monitored rankings and search results to identify keywords where Google may have flipped intent. As needed, the team refined target keyword lists, ensuring GoFreight ranked for relevant keywords. With this targeted strategy, we weren't just sustaining growth but laying a robust foundation for GoFreight's long-term success in the dynamic logistics market.

## Keyword Buckets



## Ranking Anchors Aweigh!

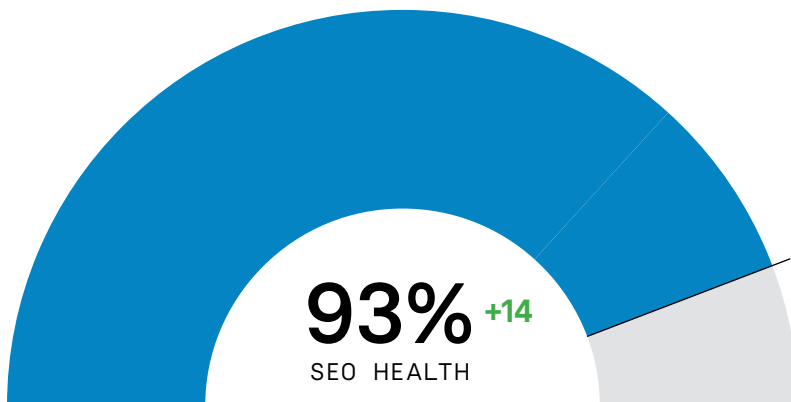
When the Redefine team set sail on GoFreight's SEO campaign, we recognized that their website boasted a solid foundation yet lacked a cohesive organic search strategy. This lack of a cohesive strategy hindered the website from securing favorable rankings for critical keywords such as "freight forwarding software" and "freight forwarding management software" despite the presence of ample blog content. Compounded by numerous technical issues—ranging from misspellings and grammar errors in content to broken links and excessive redirects—GoFreight faced hurdles in maximizing its online visibility.

Thus, our strategy was grounded in implementing fundamental SEO best practices rather than overly creative tactics. The team focused on internal linking, meta title optimizations, and other foundational techniques.

As a result, Redefine's on-page and technical search experts reduced the site's technical errors from 4,400 to just two, signaling a substantial enhancement in website health. By getting back to basics, we positioned GoFreight's web property to achieve heightened online prominence and increased competitiveness in the freight forwarding vertical.

## Site Health Score

DATA: SEMRUSH



## Achievements from GoFreight's Voyage

Our campaign delivered an array of notable wins, underscoring the efficacy of our strategies and the tangible impact on GoFreight's organic search presence. Notably, GoFreight achieved consistent organic growth, with a significant increase in total organic keyword rankings from 4,000 to 9,000, marking a substantial improvement in visibility.

### Notable Keyword Wins

	Position Change
scac codes	9 → 3
freight forwarding solutions	20 → 5
freight forwarder software	3 → 2
freight management software	16 → 8
air freight software	4 → 3

Furthermore, GoFreight surpassed its primary competitor in terms of visibility, achieving twice as much organic visibility as Magaya (refer to Visibility Trend graph on page 2). This success can be seen directly in keyword rankings, where several keywords, such as "scac codes" and "freight forwarder software," experienced significant position advancements. These two keywords combined had a monthly search volume of 8,490.

The Redefine team also made significant headway on more niche keyword rankings like "shipping container tracking" and "real time freight tracking." These keywords produced a lower monthly search volume but were hyper-relevant to the target clientele. Overall, these

wins signify the campaign's success in propelling GoFreight towards heightened online prominence, increased organic traffic, and sustained competitiveness in the dynamic freight forwarding market.

## Business Impact from the Crow's Nest

The success of our campaign with GoFreight extends beyond securing multiple top-10 positions; it also encompasses substantial growth in traffic and brand awareness. Through our team's early keyword planning and strategy sessions, we laid the groundwork for transformative outcomes across metrics that were critical to justifying the value of our partnership.

When reviewing the impact of our strategy and recommendations, the results spoke volumes: organic search sessions surged by an impressive 120% year over year (YoY), indicating a significant boost in organic traffic. Moreover, clicks on GoFreight resources from Google search results saw a remarkable uptick of 77% YoY, highlighting increased interest from users. Finally, search impressions soared by an impressive 137%, signaling enhanced brand visibility and recognition. These remarkable achievements not only validate the efficacy of our approach but also underscore the profound impact of strategic SEO initiatives on driving measurable growth and success for GoFreight.

### Organic Impressions Growth

