Montana Knife Company Increases Organic Traffic by 154% With SEO Content Strategy

ABOUT MONTANA KNIFE COMPANY

Montana Knife Company enjoyed success as a smaller knife manufacturer and developed a reputation for high-quality products. But the team was ready for growth.

With a master bladesmith as CEO, MKC had the kind of high-level expertise that couldn't be easily replicated, giving them a serious advantage over their competitors. The only thing they needed was help transforming that abundant knowledge into digital content assets that would get them noticed by Google.

CEO Josh Smith and his head of marketing, Brandon, heard about the Fluxe team's proven success and reached out to get things started.

THE GOAL: ESTABLISH AUTHORITY AND INCREASE ORGANIC VISIBILITY

We focused on harnessing Josh's deep knowledge to capture and captivate a large audience of dedicated knife and hunting enthusiasts. By pairing this with Fluxe's exceptional SEO strategies, we knew we could flood the site with relevant traffic from search engines and introduce many people to the brand. The results speak for themselves.

THE RESULTS:
Within 12 months, Fluxe helped MKC achieve:

1,013% increase in impressions

425% more keywords ranking

154% organic traffic growth

192% lift in revenue from organic visit

HOW WE ACHIEVED THESE RESULTS:

- SEO-focused content strategy based on expertise
- Optimization of product pages
- Off-site link building campaigns
- Authority-building activities

This approach enabled MKC to attract relevant, high-quality organic traffic, driving brand awareness and sales.

THE TAKEAWAY:
TRANSFORM KNOWLEDGE INTO GROWTH

MKC had deep expertise but lacked visibility. By transforming knowledge into magnetic SEO content, we helped them rapidly expand their organic traffic and sales.

The same approach can work for your business. Identify untapped expertise and combine it with proven SEO content strategies. Then watch your brand attract the right audiences and convert them into loyal customers.

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