

← Back



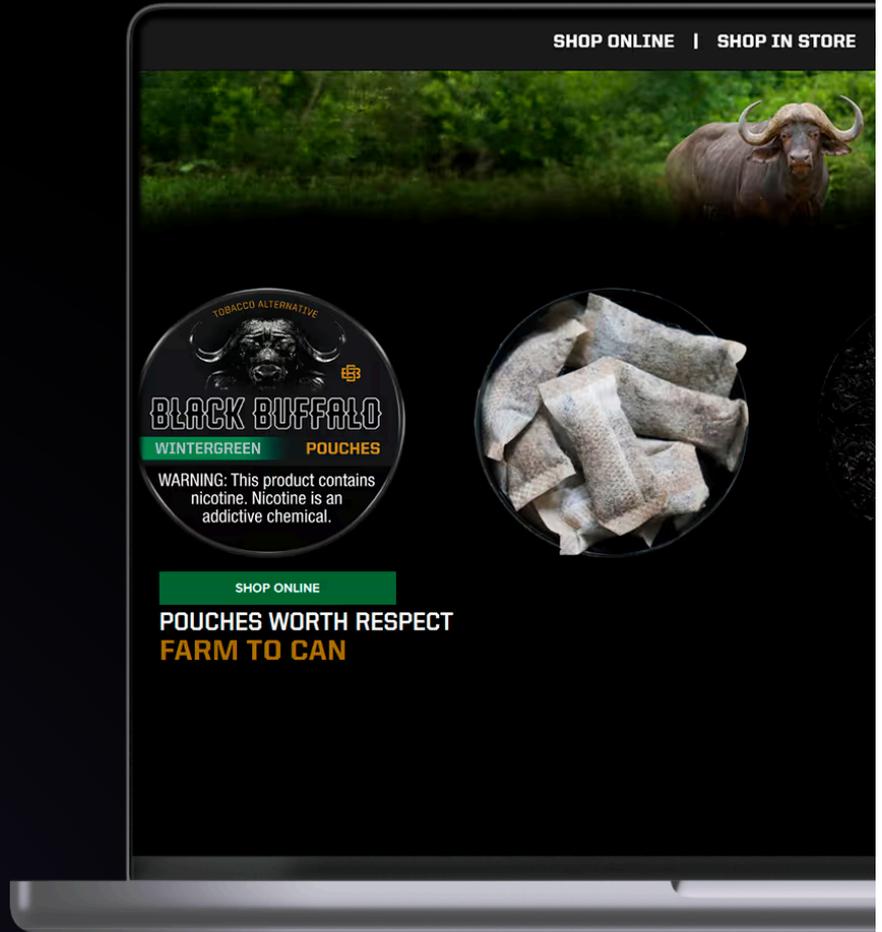
# SEO for Black Buffalo

Client:  
Black Buffalo

Industries:  
E-Commerce

Services:  
SEO

Tools:  
Google  
Search  
Console,  
Ahrefs



# How We Increased Organic Traffic by 350% in

# 3 Years: Black Buffalo Case Study

## Service:

On-Page and Off-Page SEO optimizations.

## Business area:

Specializes in the manufacturing and retail of innovative smokeless tobacco alternatives, including dip pouches and long cut products without tobacco. Targeting consumers seeking healthier nicotine options across the USA.

**GEO:** USA

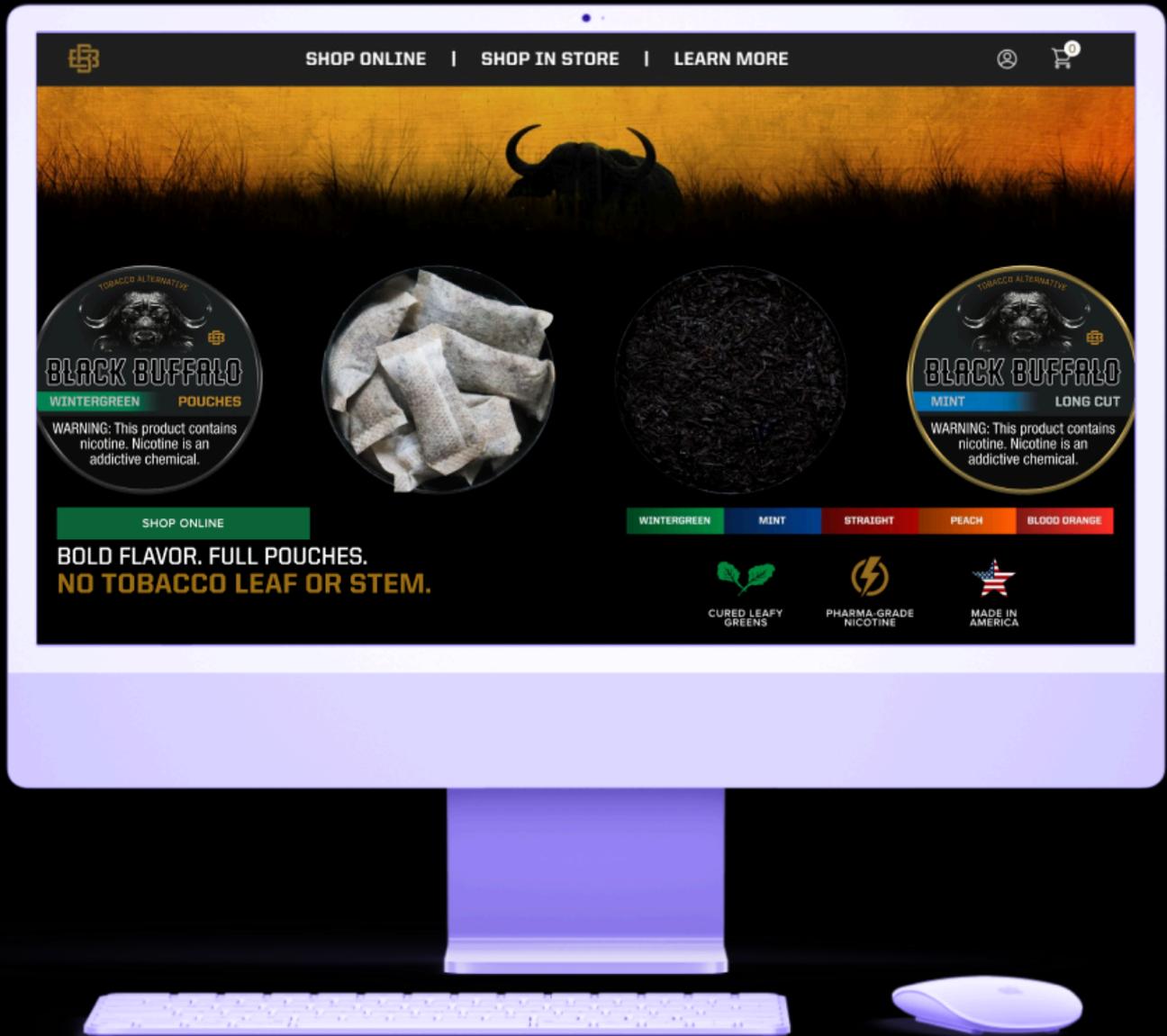
**Goals:** Significantly increase organic traffic to the Black Buffalo website. Boost the visibility of key search terms, aiming to rank a substantial number of keywords in the Top 3 search engine results.

**Input data:** Black Buffalo approached us in 2019 seeking to revolutionize their digital presence. Until then, their SEO efforts were minimal, lacking a strategic approach to improve search visibility and organic growth. With a solid product but underutilized online potential, Black Buffalo aimed to leverage SEO to increase their market footprint, targeting consumers looking for healthier nicotine alternatives.

## Strategy and Implementation

### On-Page SEO:

The foundational step involved a thorough audit of the Black Buffalo website to identify areas for improvement. The focus was on optimizing existing content, enhancing site architecture for better crawlability, and improving the overall user experience.



## Key Interventions Included:

**Keyword Optimization:** Embedding strategically selected keywords into titles, meta descriptions, headers, and content to improve relevance and visibility.

**Content Enhancement:** Revitalizing content to ensure it provided value to the target audience, was engaging, and aligned with search intent.

**Technical SEO:** Addressing site speed, mobile responsiveness, and implementing schema markup to facilitate better understanding by search engines.

## Off-Page SEO

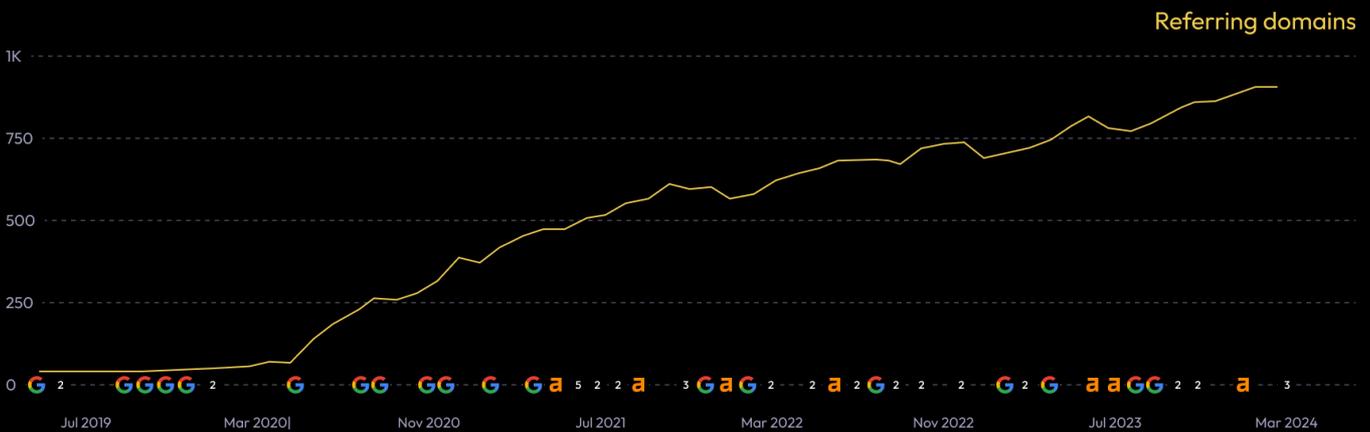
To complement the on-page efforts, a robust off-page SEO strategy was executed, focusing on building the site’s authority and link profile. Activities included:

**High-Quality Backlinks:** Acquiring backlinks from reputable and relevant sites to boost domain authority.

**Social Media Engagement:** Leveraging social platforms to increase brand visibility and direct traffic to the website.

**Content Marketing:** Publishing valuable and sharable content on external sites to generate inbound links and audience engagement.

Referring Domains Increase 2019-2024



## Results:

The strategic SEO initiatives undertaken for the Black Buffalo project led to outstanding results:



### Organic Traffic

A surge of +350% in organic traffic, signifying a massive increase in visitors coming from natural search results.



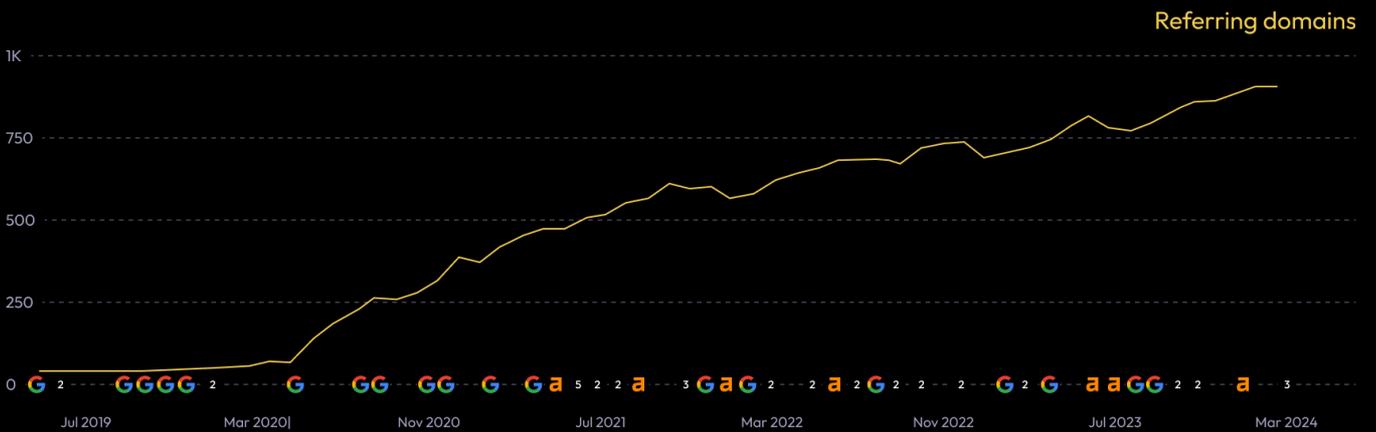
## Keyword Rankings

A fivefold increase in the number of keywords ranking in the Top 3 positions on search engine results pages (SERPs). This achievement not only reflects improved visibility but also signifies the relevance and authority of the Black Buffalo website in its niche.

Organic Traffic



Referring Domains Increase 2019-2024





At Leadige, we specialize in long-term, data-driven SEO strategies that drive sustainable organic growth and improve search visibility. Whether you're looking to increase traffic, enhance keyword rankings, or optimize your content strategy, our team is here to help.

Let's take your organic growth to the next level. Visit our [contact page](#) to discuss how we can support your business success.

## What to read next?

May 3, 2024

## How We Started Getting 4 Times More Leads Without Changing The Monthly Budget

A client came with a request to audit his Google Ads account, since he spends \$8,000 a month on advertising and receives an overwhelming number of irrelevant calls and requests.

[Read](#)



**Digital Marketing Agency**

+1 845-288-4067

hello@leadige.com

📍 118 N Bedford Rd Suite 100, Mt Kisco, NY 10549, USA

1 S Broadway ste e2, Nyack, NY 10960, USA

1501 Broadway 12th Floor, New York, New York 10036, USA

## S E R V I C E S



### SEO

- Search Engine Optimization
- National SEO Services
- International SEO Services
- Local SEO



### Paid Ads

- Paid Ads Services
- Google Ads Services
- Bing Ads Services
- Meta Ads Services
- TikTok Ads Services



### B2B Marketing

- B2B Marketing
- B2B Lead Generation
- Outbound Email Marketing
- LinkedIn Outreach
- Prospect List
- LinkedIn Advertisement



### Design

- Design Services
- UX/UI Design
- Brand Identity
- Web Design
- Web3 Projects Design
- Mobile App Design

## I N D U S T R I E S

Industries

Video Effects Marketplaces

Web3 and Blockchain

Industrial Sector

Automotive

Insurance

Legal

Sport

Real Estate

E-commerce

C O M P A N Y

Home

Meet the Team

Cases

Blog

Contact Us



[Book a Call](#)



©Copyright 2025 Leadige LLC | All Rights Reserved