

PRECISION
GROWTH



 Ledn

KEY RESULTS TO DATE

- ~**\$400k** of incremental revenue attributed to SEO initiatives
- **10x Increase** in non-branded organic search traffic
- Over **700** new user sign ups



CONTEXT

Ledn is an international **crypto lending and savings platform**. They were among the few survivors in the industry following the high profile collapses of firms like BlockFi and Celsius.

They had an excellent suite of loan and savings account products and wanted to drive users with SEO.





STATUS QUO

Ledn had a strong brand and powerful domain but hadn't pushed on SEO. As a result the vast majority of their organic search traffic was branded.

This meant organic search wasn't an important channel for connecting with new audiences. We identified lack of SEO-led content as their biggest opportunity to improve.



STRATEGY

1

Publish category-leading editorial content focused on customer acquisition and building topical authority around core products.

2

Build competitor landing pages to capture demand for people searching for legacy competitors

3

Translate blog content into Spanish and Portuguese to support push in LATAM markets.



IMPLEMENTATION

We worked closely with Ledn's blended in-house & freelance team.

We started by creating a **topical map** based on customer research, entity mapping, and search data analysis. This included detailed content briefs for Ledn's writers.

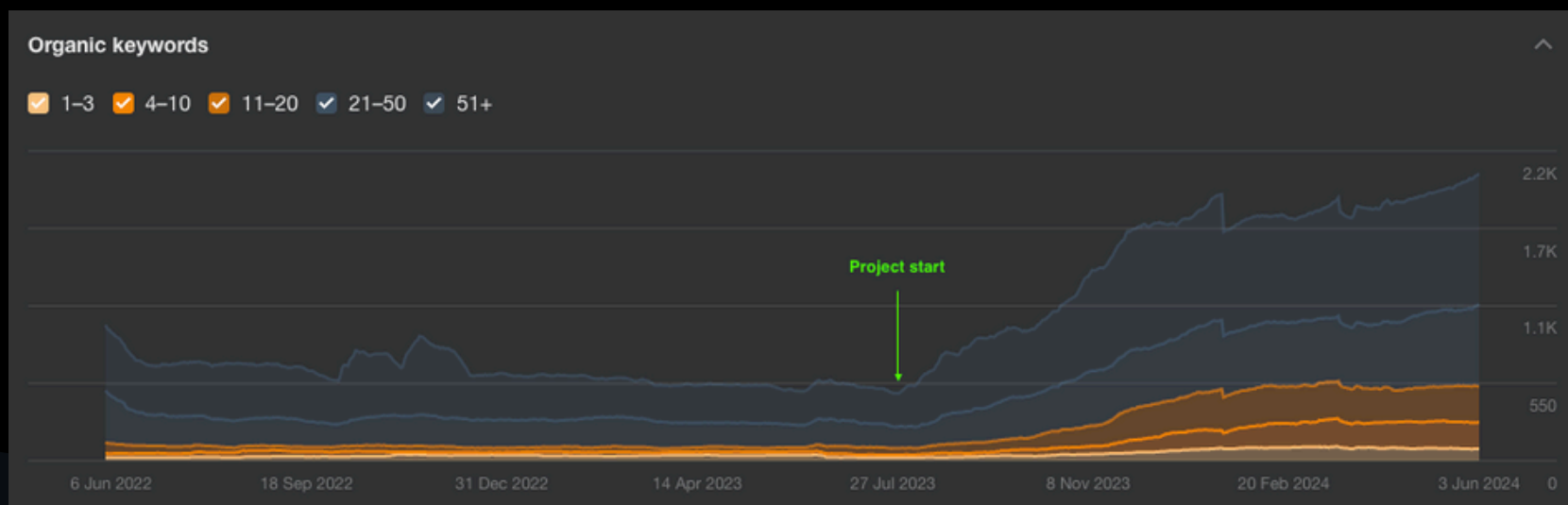
As our pages started to rank, we were able to access first party **query and conversion data**, which we used to iterate our strategy in real-time.



IMPACT

We saw a near immediate impact on traffic after publishing the first batch of content, thanks to Ledn's strong brand. Conversions soon followed, giving us the positive feedback loop to keep going.

Traffic and visibility continued to trend upwards, exceeding month-on-month growth targets for six months in a row.



BULL MARKET SURGE

Demand for crypto loans and savings accounts surged in Q1 2024 following the Bitcoin ETF approval.

Thanks to enhanced visibility in search engines, Ledn was in prime position capture this increase in demand, resulting in record quarter for traffic and conversions.

Ledn sees growth in centralized lending, processes \$690 million in crypto loans in Q1

by [James Hunt](#)

[COMPANIES](#) • May 9, 2024, 9:00AM EDT

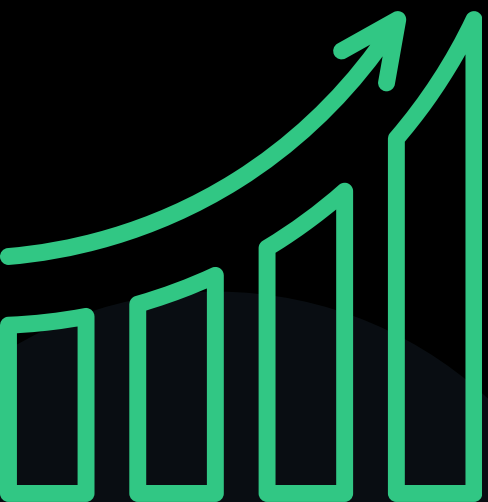
🕒 UPDATED: May 9, 2024, 10:44AM EDT



COMPOUNDING GROWTH

SEO content requires minimal repeat investment once it starts ranking other than the occasional refresh. This led to a predictable flow of traffic and users each month, which we continue to steadily build on to achieve a **compound growth effect**.

In this sense, the website becomes a '**passive customer acquisition machine**', whereby it generates customers without actively doing anything.



KEY STATISTICS



- **~\$400k of incremental revenue** attributed to SEO initiatives.
- **10x increase** in non-branded organic search traffic
- **3x increase** in traffic from LATAM
- **45k sessions** to the blog from organic search resulting in over 600 user sign ups.
- **4x increase** in total ranking keywords.
- **Position #1** ranking for **'BlockFi Alternative'** and other competitor keywords



QUOTES



Andrew Rapsey

CMO @ Ledn

"Teaming up with Will and Precision Growth has been a total game-changer for our SEO. They've boosted our search rankings and brought a ton of organic traffic to our site. Their fresh ideas and commitment to our success make them an awesome partner for any FinTech looking to improve their online presence."

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QUOTES



Will Bradley

Founder @ Precision Growth

“Ledn had all the conditions for SEO to be successful. An excellent product, an established brand and a sizable addressable market in Search.

We also had the advantage of working directly under Andrew, Ledn’s CMO, who put faith in our strategy, broke down walls to help get stuff done and provided us with high level insights we could incorporate into our research. The results have been really satisfying and we hope to build on them in the coming months.”

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&



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NEED SEO SUPPORT?

Get In Touch!

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