

Truehost

SEO Growth Report

Before · Dec 12, 2025 – Feb 12, 2026 → After · Feb 20 – Apr 24, 2026

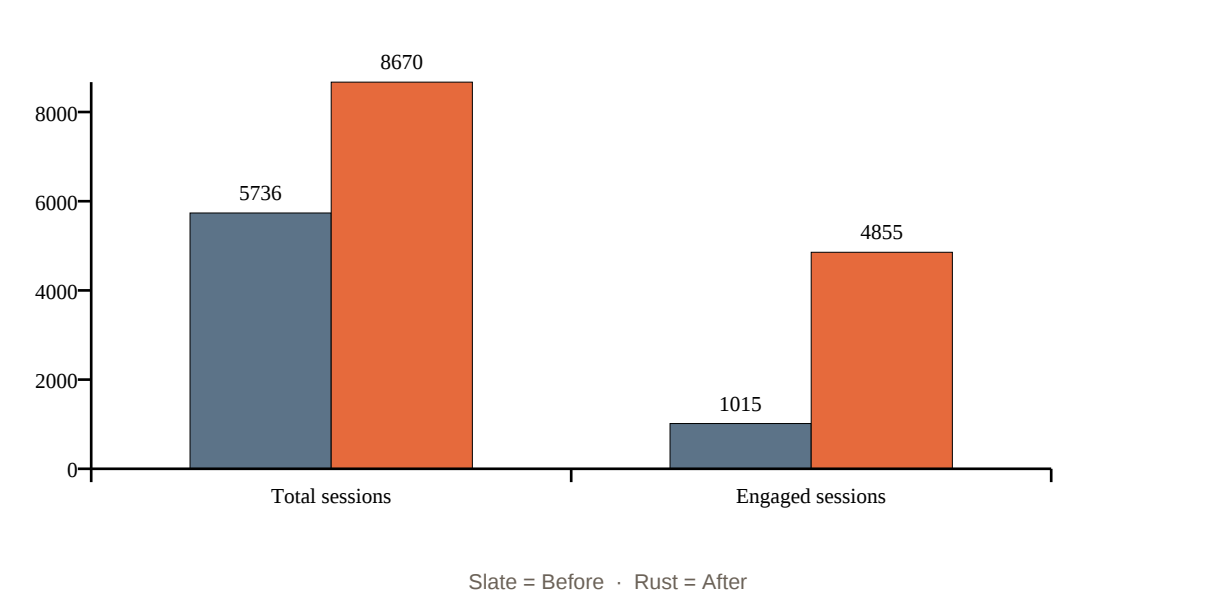
Executive Summary

An SEO-driven content strategy roughly doubled meaningful engagement and turned organic search from a non-factor into the second-largest traffic channel — while the site began generating its first real revenue.

Metric	Before	After	Change
Organic Search sessions	47	1,556	33x
Engaged sessions	1,015	4,855	+378%
Engagement rate	17.7%	56%	+38.3 pts
Total sessions	5,736	8,670	+51%

1. Traffic

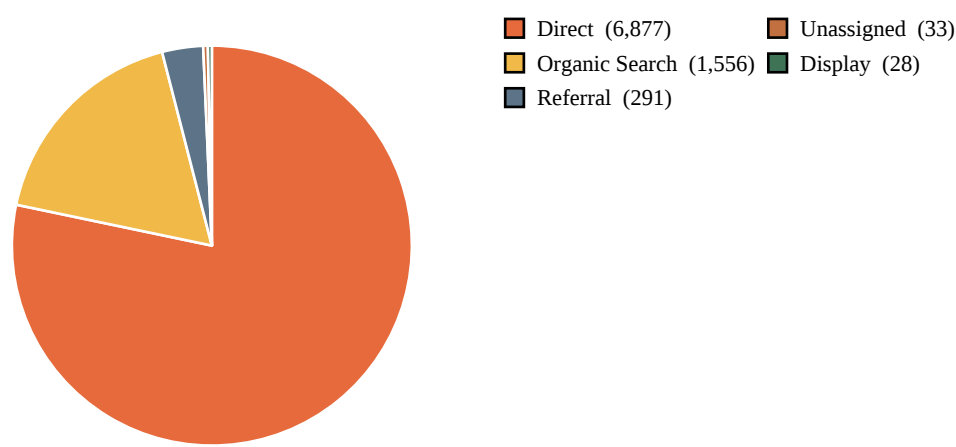
Total sessions grew by half, but the bigger story is quality and source: engaged sessions nearly quintupled and Organic Search exploded from 47 to 1,556 sessions.



Channel	Sessions (Before)	Sessions (After)
Direct	5,574	6,877

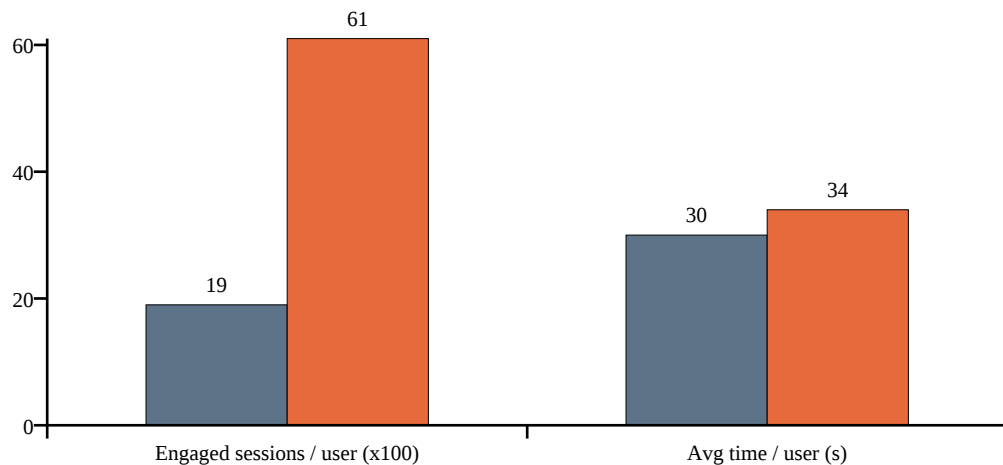
Organic Search	47	1,556
Referral	111	291
Unassigned	9	33
Display	0	28
Organic Social	3	2
Paid Search	1	3

Channel mix — After



2. Engagement

Visitors did not just arrive — they stayed and interacted. Engaged sessions per active user more than tripled, and average engagement time held and improved.

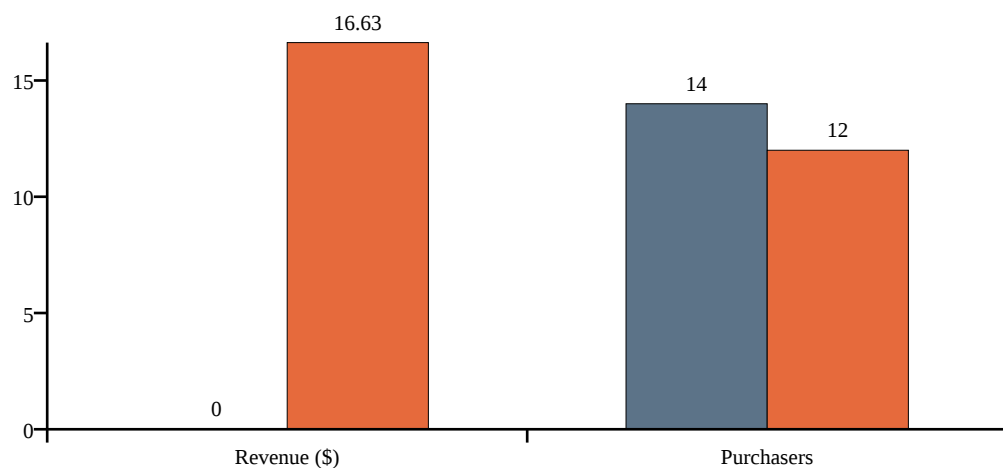


Engaged sessions/user shown x100 for scale (0.19 → 0.61). Slate = Before · Rust = After

Metric	Before	After
Engaged sessions per active user	0.19	0.61
Avg engagement time per active user	30s	34s

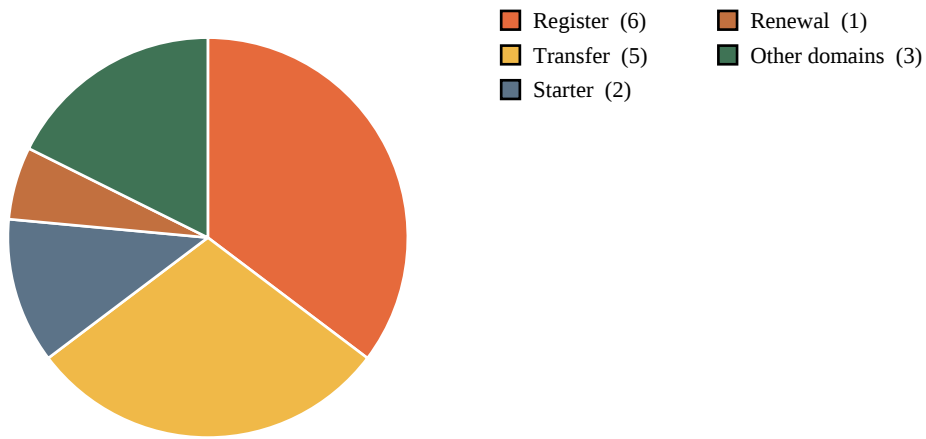
3. Monetization

The growth converted into revenue. The site went from \$0 to its first sales, and the product mix broadened from registrations only to transfers, starter plans and renewals.



Slate = Before · Rust = After

Items purchased — After



Source: Google Analytics 4. Periods compared: Dec 12, 2025 – Feb 12, 2026 (before) vs Feb 20 – Apr 24, 2026 (after).