

Dubbed the “astrologers to the stars,” twin sisters Ophira and Tali, aka the AstroTwins, reach millions worldwide through their spot-on predictions. Through their website [Astrostyle.com \(http://astrostyle.com/\)](http://astrostyle.com/), the twins “bring the stars down to earth” with their unique, lifestyle-based approach and perspective.

Despite being one of the largest astrology websites online, Astrostyle saw a healthy engaged audience but knew they should be growing bigger and faster. The brand sought a digital marketing partner who could not only increase their traffic but provide strategic consultation and brand planning.

PBJ's Ongoing Strategy

We started with a deep dive analysis of the website, identifying all the high-value keywords Astrostyle's competitors' sites were using. We then performed a comprehensive User Experience audit to assess how current traffic was performing. With the two in hand, we helped the Astro team come up with a custom SEO strategy focused on moving existing pages higher up in Google's page rankings. In addition, we introduced new and recommend keyword and page rank combos as well as an expansion across other search engines they weren't utilizing.

Beginning with intensive keyword research, PBJ marketing's dedicated SEO team began establishing a long-term growth strategy focused on optimizing a plethora of rich existing content while providing strategic recommendations for future content creation targeting high-value keywords and quick wins in search engine page rankings (SERPs).

The work has been hugely successful, with significant monthly increases in traffic to the site. **Astrostyle now reaches more than 20 million Page Views and & 15 million monthly visitors each month... and growing!**

Over time, PBJ’s dedicated SEO consultants collaborated with Astrostyle to provide guidance on future content creation, as well as website improvements. PBJ laid out a plan for dedicated new content hubs driven by keyword research and improvements to website structure and user flow. PBJ implemented SEO best practices such as installing SEO tools, following metadata best practices, making images smaller, and overall standardizing how content is created.

Key Highlights from 2017!



24,955,496

81.22%

ORGANIC SESSIONS



8,514,999

143.1%

NEW USERS



400-500%

**Increase
Across**

AD REVENUE