

# THE NOVALAB AGENCY: PROPFIRIMATCH CASE STUDY

## TRAFFIC GROWTH



Peak Daily Clicks: 1,600 to 9,614  
28-Day Clicks: 100K to 220K

## SEARCH DOMINANCE



Top-10 Keywords: Dozens to 4,400  
Average Position: 5.7

## TECHNICAL TRANSFORMATION

Site Health Score: 60% to 980  
Site Health Score: 60% to 98%  
Errors: 8,000 to ~50

## AUTHORITY



Domain Rating stabilized at 60

