

FunkyMEDIA Marks 15 Years as a Premier Polish SEO Agency Delivering Scalable Results & Revenue Growth

Lodz, Lodzkie Nov 2, 2025 ([IssueWire.com](https://www.issuewire.com)) - FunkyMEDIA, a Lodz - based SEO agency founded in 2010 by Rafal Cyranski, announces record results for its clients and strengthens its position as a leader in the search engine optimization and visibility strategy market. After 15 years of continuous operation, the FunkyMEDIA team of specialists combines data analytics, technical SEO, and user-intent-based content to deliver stable growth in organic traffic and sales in e-commerce and B2B.

“Since the beginning, we have focused on methods that can be verified in numbers – transparent reporting, A/B testing of content, and precise mapping of keywords to the stages of the purchase path,” says [Name], CEO of FunkyMEDIA. “Today, with the growing role of AI in search results, it's not just content that wins, but also information architecture, site speed, and consistent user experience optimization. That's our everyday reality.”

Sample customer results (selected case studies)

E-commerce – fashion (PL/EU):

+228% organic traffic y/y in 9 months (from 142,000 to 466,000 sessions/month),

+164% revenue from SEO,

3.2x increase in the number of phrases in TOP3 (from 410 to 1,320),

Core Web Vitals: LCP reduced from 3.4 seconds to 1.9 seconds, which lowered the bounce rate by 18%.

SaaS B2B – tools for SMEs:

+195% qualified SEO leads y/y (from 220 to 650 per month) with a 27% lower acquisition cost,

Implementation of a programmatic SEO strategy (1,800 landing pages with industry data) – average CTR of 8.3% in organic results,

Conversion rate from organic traffic from 1.1% to 2.4%.

Finance – insurance comparison website:

+312% phrases in TOP10 (from 1,950 to 8,040),

Featured Snippets and People Also Ask taken over for 73 key queries,

+41% higher revenue per organic session thanks to SXO optimization (micro-conversions, calculators, FAQ schema).

Local medical service provider (multi-location):

+380% phone calls from Google Business Profile in 6 months,

+256% views in Maps after implementing Local SEO (NAP, categories, attributes, reviews),

Standardization of service content and schema.org increased the visibility of “near me” queries by 142%.

FunkyMEDIA methodology and advantages

Technical SEO + Content Intelligence: server log audits, budget crawl, indexing organization, topic clusters, and data-driven content briefs.

Automation and AI-assisted workflows: framework for generating meta and FAQs in line with guidelines, duplication and cannibalization control.

Transparent reporting: KPI dashboards (traffic, revenue, TOP3/10 visibility, CWV, micro/macro conversions), reports with test hypotheses and business conclusions.

Safe link building: quality publications, digital PR, and links earned through content, not schemes.

“The results from the last 12 months confirm that SEO can be the most profitable acquisition channel – provided that it is combined with analytics and UX,” adds [Name], Head of SEO. “We scale traffic, but above all, we scale revenue and lead generation.”

About FunkyMEDIA

FunkyMEDIA is an SEO agency based in Lodz, operating since 2010. It specializes in comprehensive visibility projects: technical audits, content strategy, SXO, Local SEO, and digital PR for e-commerce and B2B companies. The team combines analytical, technical, and creative skills to deliver predictable, measurable growth to its clients.

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