

## **Vzlet Media has propelled a forex broker's website to first place, with organic traffic growing 4.2-fold in a year.**

An example of successful SEO in one of the most competitive financial niches: increased visibility, search rankings, and potential client acquisition without paid advertising.

КЕЙС · VZLET.MEDIA

# SEO-продвижение форекс-брокера

Высококонкурентная ниша · Яндекс & Google · 12 месяцев

**×4,2**

органический трафик  
за 12 месяцев

**+187**

запросов в ТОП-10  
Яндекс и Google

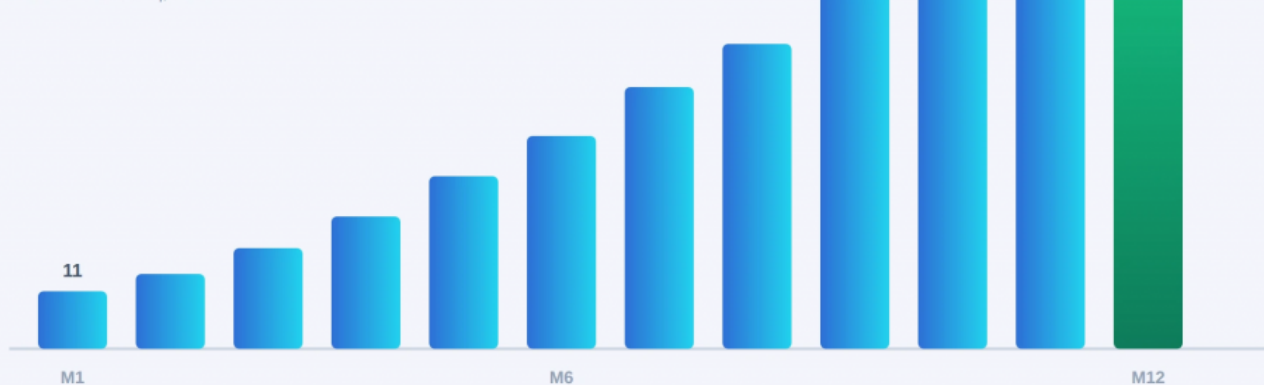
**+64%**

регистраций / лидов  
с органики

46

## Рост органического трафика по месяцам

визитов в месяц, тыс.



## Было → Стало

Видимость в поиске	9%	→	41%
Органический трафик / мес.	11 000	→	46 000
PageSpeed (mobile)	38	→	89
Запросов в ТОП-10	23	→	210

**New York City, New York Jun 29, 2026 (IssueWire.com)** - Moscow, 2026. Digital agency [Vzlet Media](#) has published the results of a search engine optimization (SEO) project for a forex broker's website. Over 12 months of work, organic traffic to the site increased 4.2-fold, search visibility rose from 9% to 41%, and the number of queries in the top 10 Yandex and Google search queries increased from 23 to 210. The full case study is available in [the agency's portfolio](#).

## Challenge

At the start of the project, the broker's website demonstrated low organic performance: visibility did not exceed 9%, and traffic stagnated at around 11,000 visits per month, primarily from branded queries. The forex niche is one of the most competitive and highly regulated, with high costs for paid traffic. Therefore, the client set a goal to reduce dependence on advertising and create a stable flow of organic leads.

## Strategy and Work

- Technical audit and troubleshooting: improving loading speed, adapting to mobile devices, ensuring proper indexing
- Website restructuring and developing landing pages for commercial and informational sections
- Collection and clustering of an expanded semantic core based on search queries
- Content marketing and E-A-T development: expert materials, training section, transparent terms
- External optimization and brand reputation management (SERM) in financial topics

## 12-Month Results

The agency does not guarantee specific search rankings, which is consistent with professional SEO principles, but it does record measurable changes in business metrics:

Before/After Indicator

Organic Traffic - Month 11,000 / 46,000

Search Visibility 9% / 41%

Top 10 Queries 23 / 210

Registrations / Organic Lead Database / +64%

PageSpeed (mobile) 38 / 89

## Conclusions

This case demonstrates that even in the highly competitive financial niche, a systematic SEO approach—technical optimization, expert-focused content, and external promotion—leads to increased organic traffic and leads. A key success factor was leveraging search engine trust rather than aggressive methods, ensuring long-term sustainability.

## About the Company

Vzlet Media is a full-service Russian agency operating since 1999 and ranked among the top 15 leading digital agencies in the country. Specializing in SEO promotion, technical optimization, content marketing, web development, and reputation marketing, each project delivers transparent and understandable performance metrics.

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Source : Vzlet Media

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