Hello Nick!

Yes I can help with that.

Here, fast and quick:

**The organic traffic is increasing a bit for two reasons:**

1. Branded keywords getting more search volume (you can see GSC to see that most of the OT is coming from branded keywords)
2. The site is getting more traffic from **Discovery** and **Google News** (Something that was not happening before January. (Check GSC))

**The drop of organic traffic:**

There is **no dropping of organic traffic**, the average monthly increase is 8.94%, and the total increase since April 2023 is 98.38%.

The problem I see is on the conversion rates, based on **organic traffic > FD** and **all traffic > L.** Based on this data we can say**:**

We have below average organic traffic conversion rates (Avg. 0.70%) a healthy number should be close to 2%. **But we should target above 3.5%. considering the SEO effort investment (HR and Funds)**

**What to do to increase organic traffic:**

1. Talk with managing about the goal in terms of:  
   **a.** Branding on regions the brand wants to increase its presence  
   **b.** B2B content approval. (Aiming to bring more IBs and Affiliates.)  
   **b.** Using a mix of Informational, Educational and News content following best SEO strategies, not focusing on what competitors are ranking for but working our own success.  
   (the above will help with audience segmentation)
2. Get the website loading speeds below 2 seconds on desktop:  
   Initially this should be our goal in terms of Tech SEO. After we reach this goal, we most evaluate the performance on mobile, and determine if further improvements are needed there based of the improvements made for desktops.
3. Change the layout/design of important pages:  
   **a.** Blog, News, EC archive pages.  
   **b.** Single article, EC, and News pages.  
   **c.** 404 element   
   This will require a UX designer to propose a well-crafted layout in tune with the overall website's design. and the rest of the regular things like content SEO ready, on-page E.E.A.T. elements, etc.
4. Revise the KPI for the existing team aiming for quality content and not quantity. This is paramount. Quantity does not equal results; high-quality content aligns better with modern search intent.

The above are some of the reasons why we don’t see a greater organic traffic increase and better conversion rates. We are not tackling SEO correctly, even with all the word volumes being posted on monthly basis.   
  
Having the above implement, is merely the foundations to later:

**Work on conversion funnel analysis:** Digging into where our visitors drop off. **Mobile Focus:** Since more trading is happening on mobile, we must make sure our mobile experience is excellent.  
**A/B Testing:** Once all changes are implemented, we will test different layouts, headlines, CTAs to fine-tune aiming for maximum conversions.