CheapBills

SEO & GROWTH REPORT

Thin site to #1 comparison brand.

How six months of content-led SEO made CheapBills the top result for its flagship comparison searches.

Prepared by **Pink Socials** · Feb–Aug 2026

THE HEADLINE RESULTS

13x
Organic traffic

#1
“compare energy plans”

7.9x
Monthly sign-ups

142
Page-1 keywords

WEBSITE	MARKET	PERIOD
cheapbills.com.au	Australia · Utilities	6 months

Get a growth report like this →

01 Executive Summary

CheapBills ↗

The results at a glance · Feb–Aug 2026

ORGANIC TRAFFIC

13x

2,100 to 27,500 / mo · +1,210%

MONTHLY SIGN-UPS

7.9x

240 to 1,890

CORE TERM RANK

#1

Up from #19

142
Page-1 keywords (+1,191%)

+688%
Sign-up growth

6 mo
Engagement period

> CheapBills.com.au helps Australians compare and switch energy, internet and utility plans. The product was strong, but the site was thin on content and buried in search. In six months, **organic traffic grew 13x and monthly sign-ups 7.9x** through content-led SEO and technical work. Figures from Google Analytics, Search Console and conversion tracking.

02 Traffic Growth

CheapBills ↗

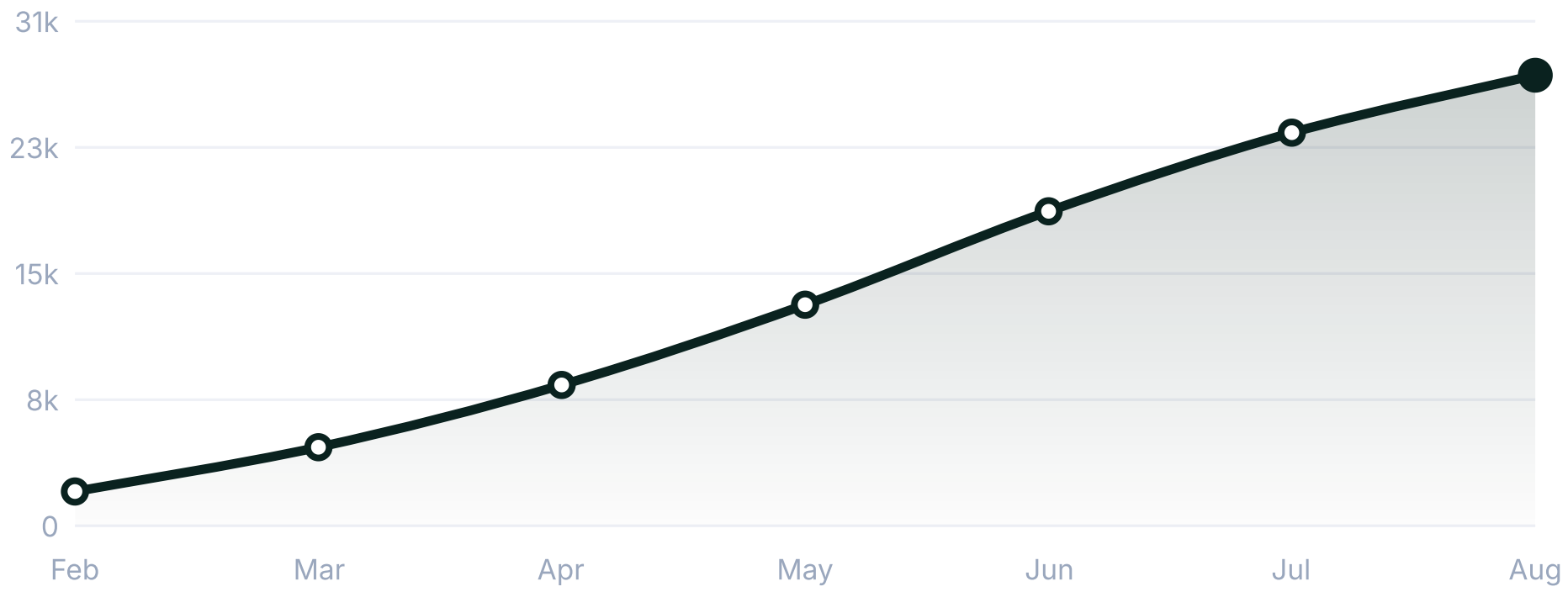
Google Analytics 4 · Feb to Aug 2026

Monthly organic visits

Organic sessions from Google search

27,500

▲ +1,210%



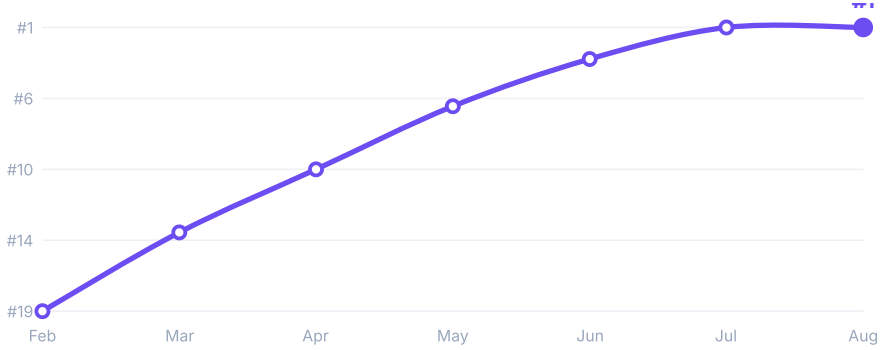
→ The foundation was content and technical health. As comparison guides and category pages went live and the site sped up, **organic sessions grew every month to 13x the starting volume**, from 2,100 to 27,500 monthly visits.

“compare energy plans”

Core term position

#1

from #19

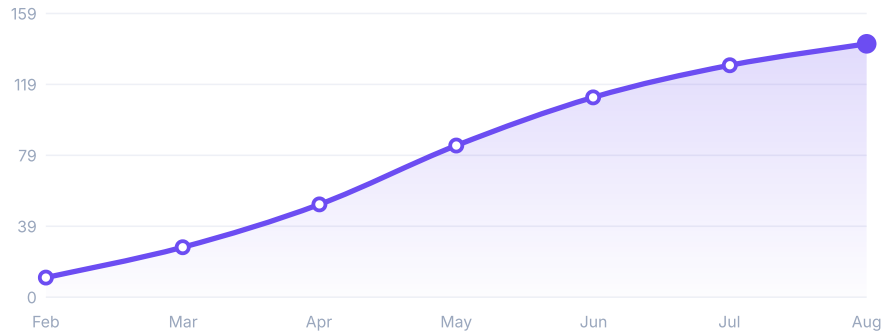


Keywords on page 1

Terms ranking in the top 10

142

▲ +1,191%

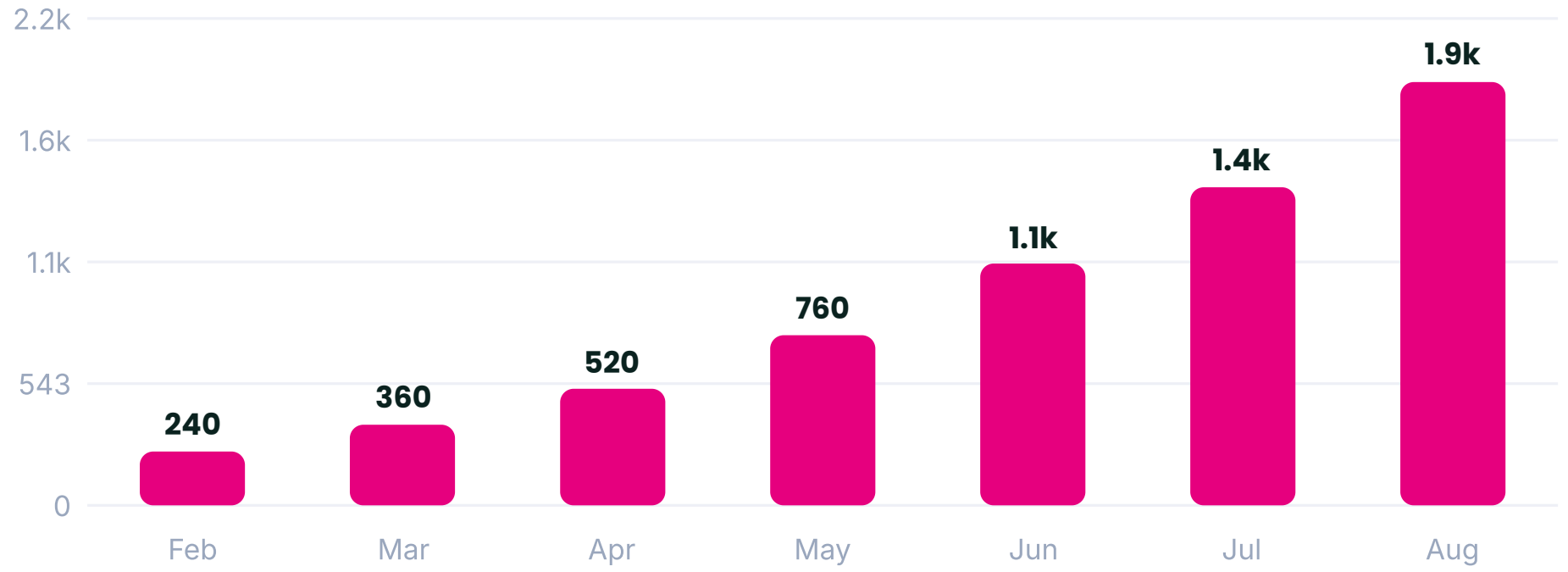


→ Traffic only counts if it is for buying-intent searches. The core term **“compare energy plans” climbed from #19 to #1**, while page-one keywords grew from 11 to 142.

Monthly sign-ups & leads

Completed plan switches and lead submissions

1,890
▲ +688%



→ The number that matters to the business is sign-ups. Completed plan switches and lead submissions **grew from 240 to 1,890 a month** alongside the rankings.

05 Before & After

CheapBills ↗

The headline numbers, side by side

METRIC	BEFORE	AFTER	CHANGE
Ranking, “compare energy plans”	Page 2 (#19)	**#1**	**Top result**
Monthly organic visits	2,100	**27,500**	**+1,210%**
Monthly sign-ups	240	**1,890**	**+688%**
Keywords ranking on page 1	11	**142**	**+1,191%**

“Pink Socials turned our site into our biggest sales channel. We rank #1 for the searches that matter and the sign-ups have followed.”

Marketing Director, CheapBills.com.au

What We Did

CheapBills ↗

The approach behind the results

1 **Built a content engine**

Comparison guides targeting every major plan and provider search across energy, NBN and Pay TV.

2 **Fixed technical health & speed**

So the growing library of content could crawl, index and rank reliably.

3 **Structured the site**

Category and comparison pages reinforced each other for topical authority.

4 **Earned authority links**

From finance and consumer publications, to lift trust and rankings.

→ We ran our full SEO program, **sequenced content-first** because comparison searches are won with genuinely useful, well-structured guides. The growth compounds because it is built on owned search visibility, not rented ad clicks.

Thank You

Six months of content-led SEO made CheapBills the #1 comparison brand for its flagship term, with 13x organic traffic and 7.9x the monthly sign-ups.

Want a report like this? Book a free strategy call →

Web cheapbills.com.au

Prepared by Pink Socials ↗

Google Partner Growth Marketing Agency · **pink-socials.com**