EVADAV
TRAFFIC GROUP

Case Study:

How to Increase Organic Traffic Using Google Trends and Google Discover



When promoting gambling projects via search engines, businesses face serious restrictions, including a ban on direct advertising in most ad networks.

However, there are less obvious methods for attracting organic traffic, such as **Google Trends and Google Discover.**

We provide this service to some of our regular clients and would like to share our experience in this case.

The Challenge

The client needed to maximize ROI from traffic acquisition. Typically, organic traffic comes from Google search results, but getting into the top 10 search results for standard queries like “slot” or “casino” is a difficult task.

Regular SEO optimization requires a lot of work, with results being visible in several months only.

Besides, the first page with search results typically displays licensed legal operators or websites with massive promotional budgets.



Hypotheses and Goals

We decided to test two alternative methods for catching users attention and increasing outreach:

1

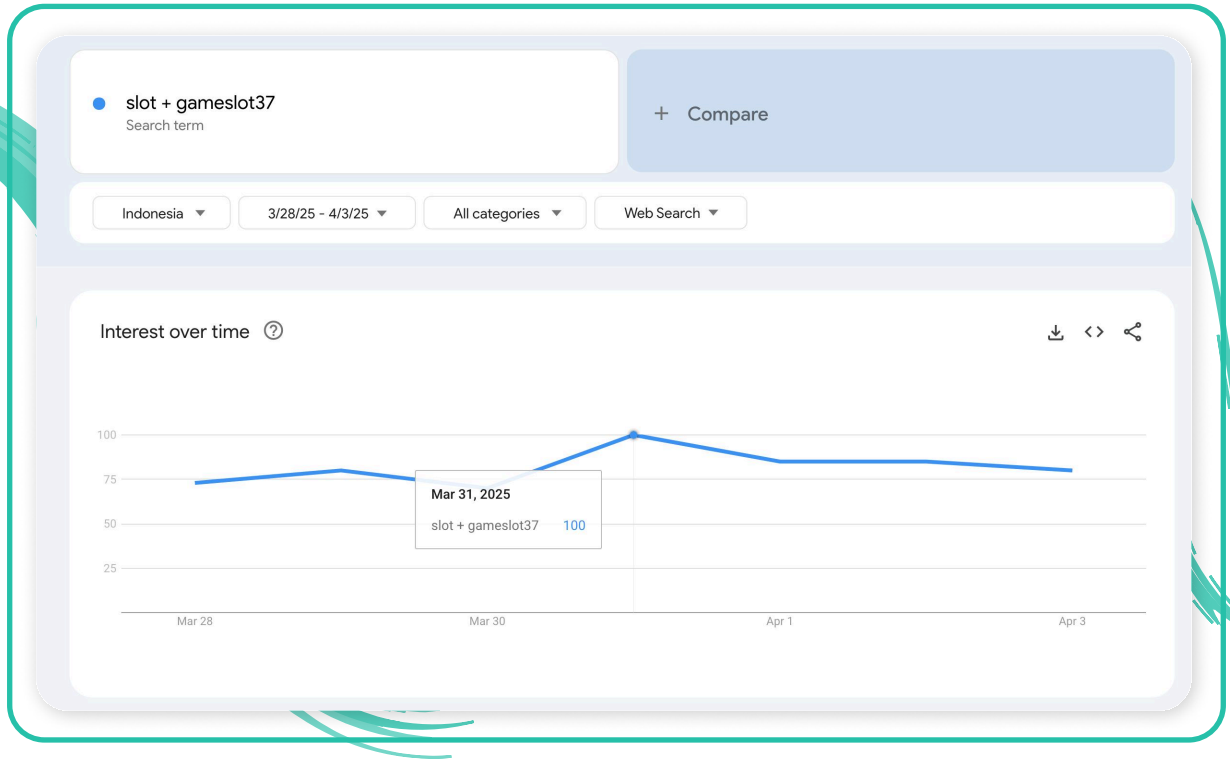
Google Trends.
By targeting specific keywords, it's possible to appear in Google Trends. It boosts visibility in Google Autocomplete and, as a result, in search rankings. This way, a casino website can attract relevant organic traffic.

2

Google Discover.
This strategy involves creating relevant content that appears in user recommendations. It allows for generating additional traffic through personalized news feeds.

Both approaches proved effective, with a few aspects to be considered.

Google Trends

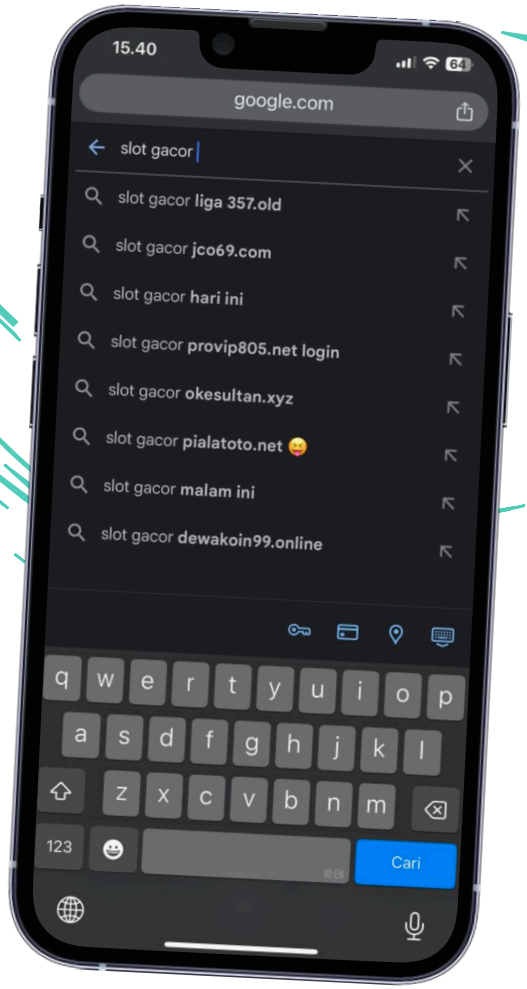


Google Trends analyzes the relative popularity of search queries in real time, comparing their frequency against the total search volume in a specific region and time span. A query is scored on a scale **from 0 to 100** (the higher the score, the more popular the keyword).

Here's how to use Google Trends:

1. The advertiser buys traffic for a search query that includes the target keyword.
2. After the traffic surge, the query appears in Google Trends, prompting Google's algorithms to suggest it in Autocomplete.
3. Users who start typing the keyword see the suggestion and click on it – thus driving search traffic to the advertiser.

This is what keywords look like in Google Autocomplete:

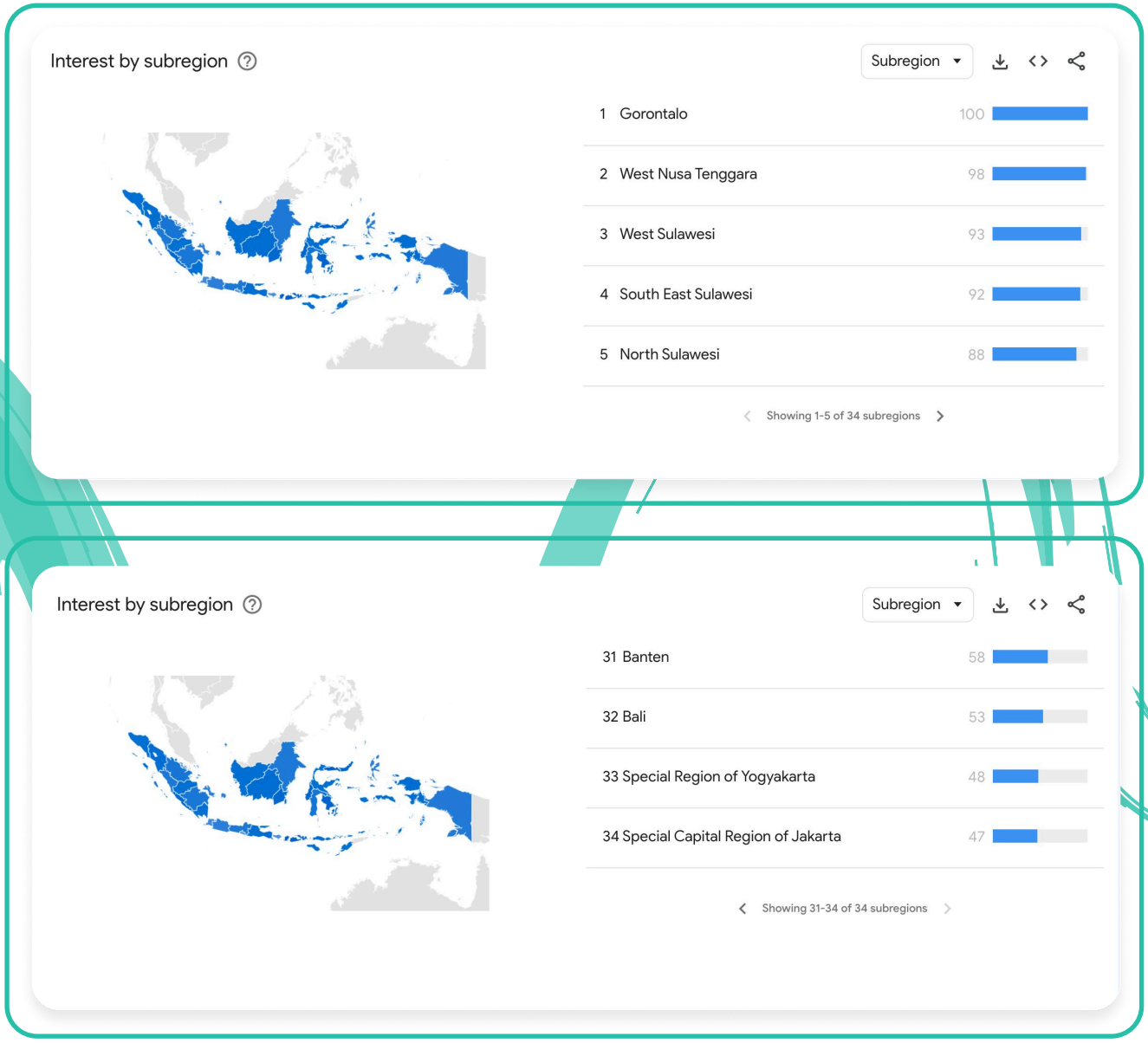


What Was Done

The advertiser purchased traffic for target search queries (for example, "slot39"). **To quickly hit high scores (90–100) in Google Trends, the daily budget for traffic purchases reached $10,000**. During this period, the team closely monitored keyword rankings in Google Trends and kept adjusting the strategy according to regional performance.

Pro tip: Google Trends reflects a keyword's popularity in a specific region (country and city). The more traffic bought in a certain location, the higher the keyword scores there.

When you work with traffic in a specific country, results may vary by region or city because **Google Trends** distributes points unevenly. Here's an example of how it worked in Indonesia:

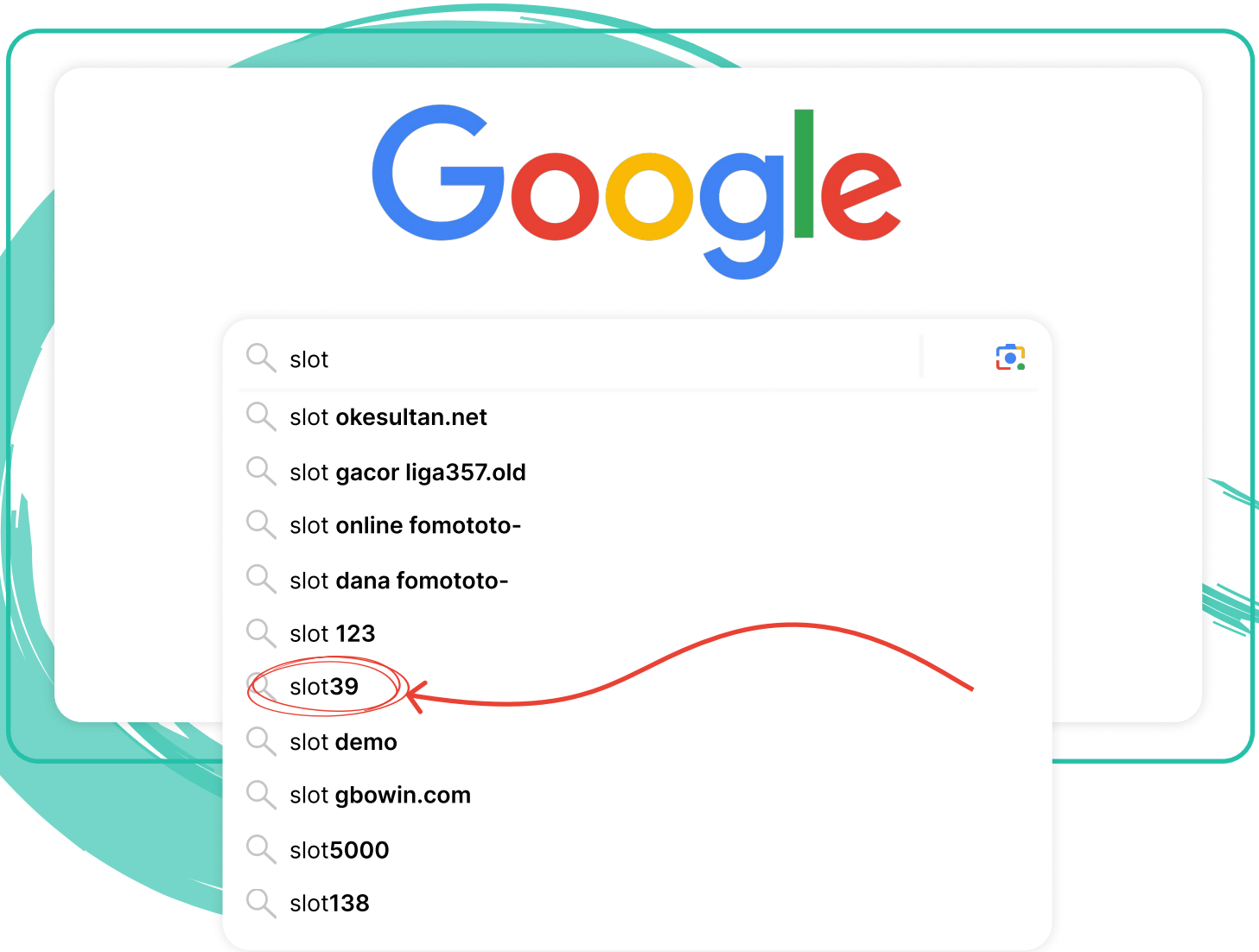


After a series of experiments we concluded that the more traffic was bought, the higher was the trend's ranking. For example, a user in Jakarta or Bali might see the query in 5th or 7th place in Google Autocomplete. Meanwhile, someone in Gorontalo (where the keyword scores 100 in Google Trends) would see that query at the top of the list.

Hence, when purchasing traffic, it's crucial to monitor the trend's development in different regions and focus on relevant, high-conversion locations.

Results

When buying traffic, the relevant queries made it to the top of Google Autocomplete, increasing organic traffic. For example, the "slot39" query appeared in the Autocomplete results, which later helped reduce customer acquisition costs:

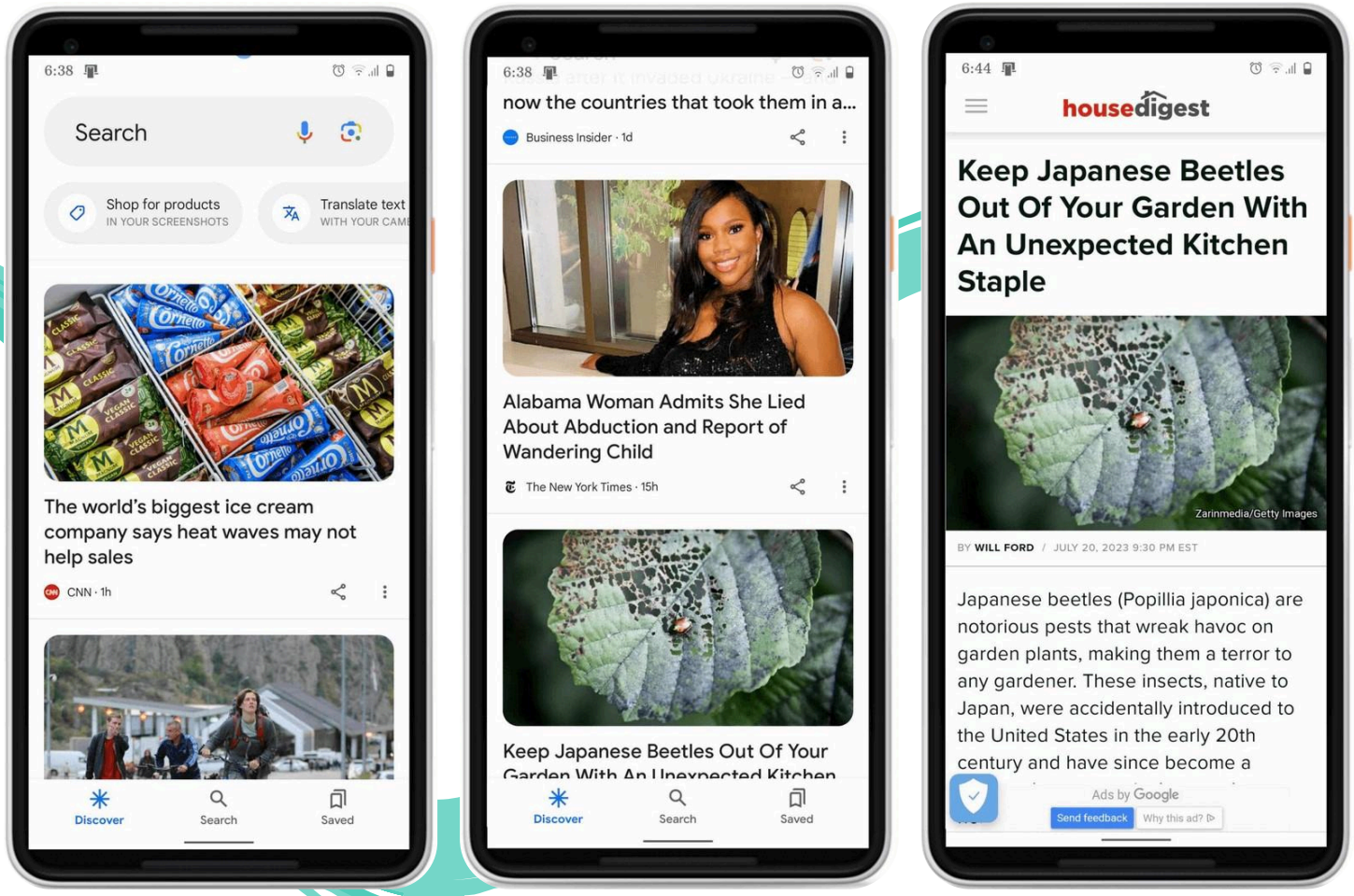


This method proved effective in attracting organic traffic. **To appear in Google Trends,** there should be massive but natural-looking user behavior (searches, clicks, time on site). That's why buying traffic with real user engagement is a safer and stronger strategy than using bots.

However, practice showed that organic traffic doesn't keep coming afterward. A sharp surge in searches boosts a query into the trends, but once the paid traffic stops, the position drops. You need to maintain activity to keep the keyword trending.

Google Discover

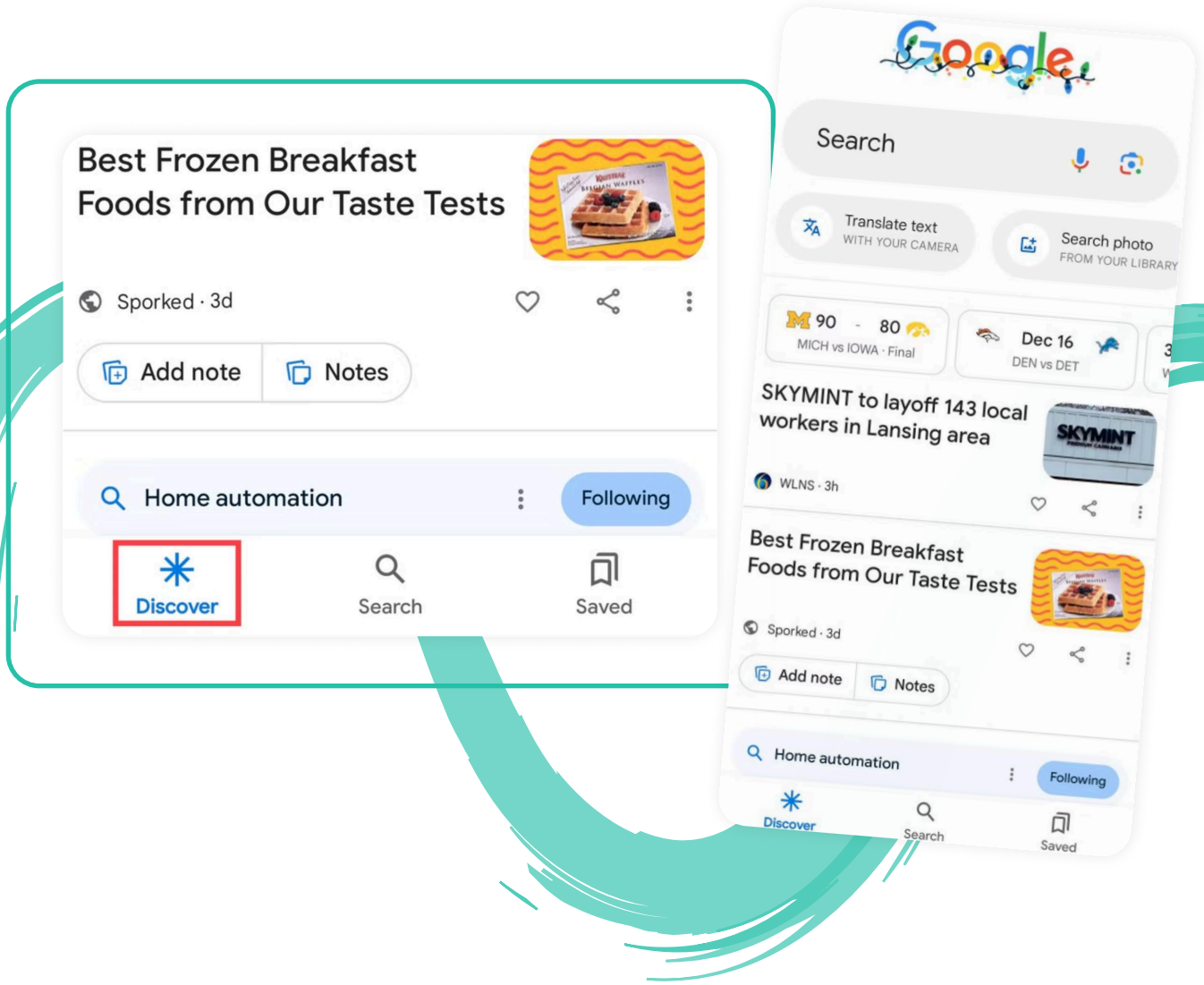
Google Discover is a platform that displays a personalized post feed directly in a user's mobile browser. When you open Google Chrome, it shows a selection of news stories based on your interests. This presents a valuable opportunity to drive organic traffic to a webpage.



How It Works

You either purchase a domain (possibly one with history) or create a new one. Then, write a post on a topic that does not violate Google Discover's content policies (more on that below). **The content may include a keyword or feature ad banners.**

Next, you buy traffic to that post: people read it, scroll through, share, and perform all sorts of activities. As a result, the page can get indexed by Google Discover and start appearing in the news feeds of potential users on their mobile devices.



What Was Done

The client created a website featuring an article about a successful slot-playing strategy. It contained engaging headlines, images, and video. **Traffic was bought in large volumes (average budget – $5,000 per day).** Users read the post, scrolled, explored other parts of the site, and started searching for the mentioned slot on Google.

To ensure that the content would qualify for **Google Discover**, it's important **to follow some rules:**

- no direct CTAs or explicit advertising
- high content uniqueness
- use of multimedia (images, infographics, videos)

Pro tip: The website itself doesn't have to match the advertised item. For example, it can be a finance-related project, while the article tells a success story about wins and achievements, subtly mentioning the slot name.

The whole idea is that after engaging with the page, users go to Google and search for the slot they've read about. This generates search queries for the advertiser's project, bringing new clients and an extra boost in trending.

Results

As a result, the advertiser had **over 14 million impressions** per day, accomplishing **three goals at once:**

Placement in **Google Discover recommendations**

Acquisition of **relevant users** from Google Discover

Generation of **direct leads** from the global traffic surge

Unlike Google Trends, this approach has the **potential to drive traffic even after the paid campaign ends,** because the article keeps ranking well organically.

EVADAV
TRAFFIC GROUP

Summing Up

Combining Google Trends and Google Discover allows advertisers to bypass traditional restrictions and attract a targeted audience effectively. **Google Trends works best for quickly boosting search volume, while Google Discover supports long-term exposure.** However, the success of such campaigns heavily depends on the volume of purchased traffic and the quality of content.

EVADAV Traffic Group helps customers promote their gambling projects through traffic acquisition using advanced strategies. With our service, you can safely and affordably test hypotheses, understand the aspects of the vertical, and identify the most effective approaches.

Want to generate more traffic with Google Trends and Google Discover? Let us help you launch a campaign!



Contact us: support@evadav.com