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# SEO CASE STUDY

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# OVERVIEW/ GOALS

This martial arts gym wanted to increase their overall organic traffic and begin taking online sign ups for their free introductory class. Our approach included:

- in-depth keyword research
- optimize content on landing pages
- add new pages to leverage keyword research
- content plan based on keyword research
- monthly blog post
- build landing page for online signups
- acquire new backlinks to improve website authority

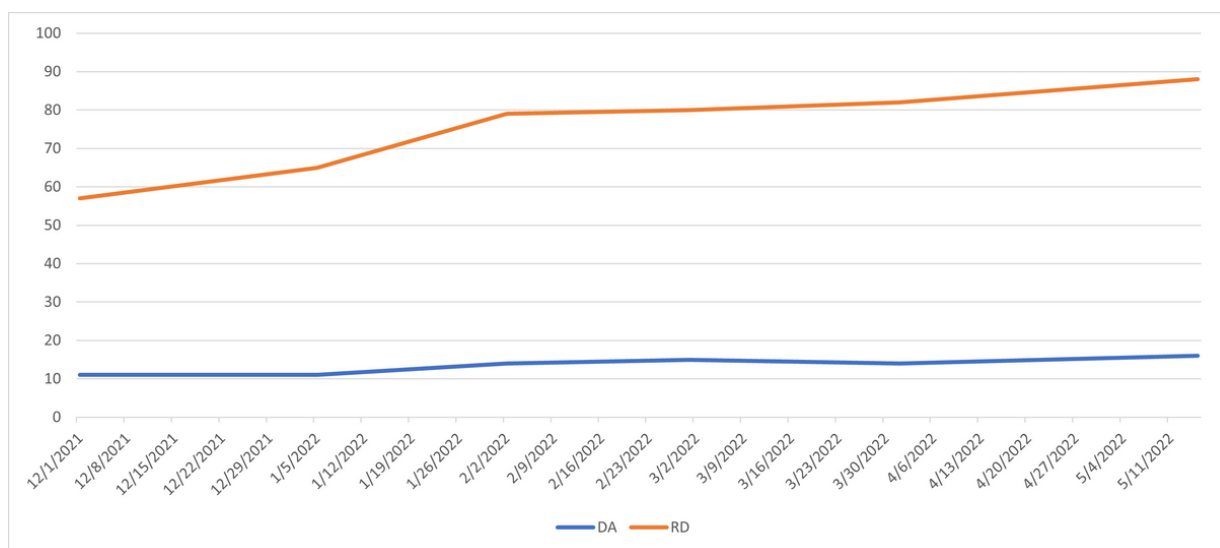
# KEYWORD RESEARCH/ WEBSITE CONTENT

We began by performing in-depth keyword research. This helped us identify content marketing opportunities through new blog posts and deficiencies in current content. Once all keyword research was completed and approved by the client, we planned blog posts for 12 months and optimized all relevant pages of the website.

|    | A     | B       | C          | D      | E       | F   |
|----|-------|---------|------------|--------|---------|---|
| 1  | TOPIC | KEYWORD | DIFFICULTY | VOLUME | CPC     | AVAILABLE SERP FEATURES   |
| 2  | TOPIC | keyword | 0          | 720    | \$7.62  | Adwords top, Sitelinks, Videos, Image pack, Adwords bottom, Shopping results, Thumbnails                |
| 3  | TOPIC | keyword | 4          | 110    | \$1.37  | Shopping results, Thumbnails, Sitelinks, People also ask, Top stories, Image pack, Adwords bottom       |
| 4  | TOPIC | keyword | 6          | 720    | \$5.33  | People also ask, Videos, Image pack   |
| 5  | TOPIC | keyword | 6          | 450    | \$10.95 | Sitelinks   |
| 6  | TOPIC | keyword | 3          | 170    | \$5.82  | Videos, Image pack  |
| 7  | TOPIC | keyword | 3          | 50     | \$4.21  | Sitelinks, People also ask, Top stories, Thumbnails, Videos, Image pack                                 |
| 8  | TOPIC | keyword | 12         | 1000   | \$12.89 | Sitelinks   |
| 9  | TOPIC | keyword | 2          | 170    | \$33.26 | Adwords top, Sitelinks, People also ask, Top stories, Thumbnails, Adwords bottom                        |
| 10 | TOPIC | keyword | 5          | 110    | \$3.29  | Adwords top, Sitelinks, Adwords bottom, Shopping results, Thumbnails                                    |
| 11 | TOPIC | keyword | 12         | 1000   | \$12.89 | Adwords top, Sitelinks, Adwords bottom  |
| 12 | TOPIC | keyword | 5          | 50     | \$1.00  | Sitelinks, Top stories, Thumbnails, Image pack  |
| 13 | TOPIC | keyword | 0          | 40     | \$2.04  | Image pack  |
| 14 | TOPIC | keyword | 0          | 40     | \$6.60  | Adwords top, Sitelinks, People also ask, Top stories, Thumbnails, Image pack, Shopping results          |
| 15 | TOPIC | keyword | 5          | 30     | \$4.80  | Adwords top, Sitelinks, People also ask, Adwords bottom, Shopping results, Thumbnails                   |
| 16 | TOPIC | keyword | 3          | 0      | \$1.50  | Sitelinks, Top stories, Thumbnails, Image pack  |
| 17 | TOPIC | keyword | 6          | 30     | \$3.91  | Featured snippet, Thumbnails, People also ask, Videos   |
| 18 | TOPIC | keyword | 0          | 10     | \$0.00  | Image pack, Shopping results, Thumbnails  |
| 19 | TOPIC | keyword |            | 50     | \$5.14  |   |
| 20 | TOPIC | keyword |            | 50     | \$10.09 |   |
| 21 | TOPIC | keyword | 0          | 40     | \$0.78  | Shopping results, Thumbnails, Image pack  |
| 22 | TOPIC | keyword |            | 30     | \$7.65  |   |
| 23 | TOPIC | keyword | 3          | 40     | \$2.54  | Shopping results, Thumbnails, Sitelinks, People also ask, Image pack, Adwords bottom                    |
| 24 | TOPIC | keyword |            | 110    | \$6.52  |   |
| 25 | TOPIC | keyword |            | 720    | \$8.23  |   |
| 26 | TOPIC | keyword | 1          | 50     | \$4.64  | Sitelinks, Top stories, Thumbnails, Image pack  |
| 27 | TOPIC | keyword | 4          | 10     | \$0.10  | Adwords top, Sitelinks, Adwords bottom, Shopping results, Thumbnails                                    |
| 28 | TOPIC | keyword |            | 40     | \$0.00  |   |
| 29 | TOPIC | keyword |            | 30     | \$0.00  |   |
| 30 | TOPIC | keyword |            | 30     | \$9.87  |   |
| 31 | TOPIC | keyword | 0          | 0      | \$0.00  | Image pack  |
| 32 | TOPIC | keyword | 6          | 0      | \$1.75  | Adwords top, Sitelinks, Top stories, Thumbnails, Image pack, Adwords bottom, Shopping results           |
| 33 | TOPIC | keyword | 4          | 10     | \$1.25  | Adwords top, Sitelinks, Featured snippet, Thumbnails, People also ask, Adwords bottom, Shopping results |
| 34 | TOPIC | keyword |            | 880    | \$14.89 |   |

# DOMAIN AUTHORITY/ REFERRING DOMAINS

We performed a full backlink analysis and implemented a link-building campaign to increase the overall authority of the website. Over a period of six months we were able to **improve the authority of the domain from 11 to 16 (out of a maximum of 100)**. We have also seen a steady increase in the number of domains that are linking to this website.

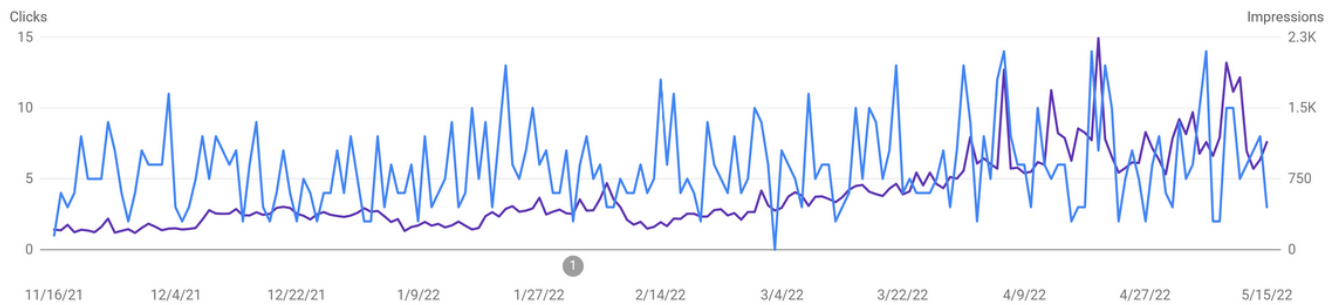


DA - domain authority (a rating out of 100 that indicates the overall authority of a website)  
RD - referring domains (the number of unique websites that link to this website)

# IMPRESSIONS/ TRAFFIC

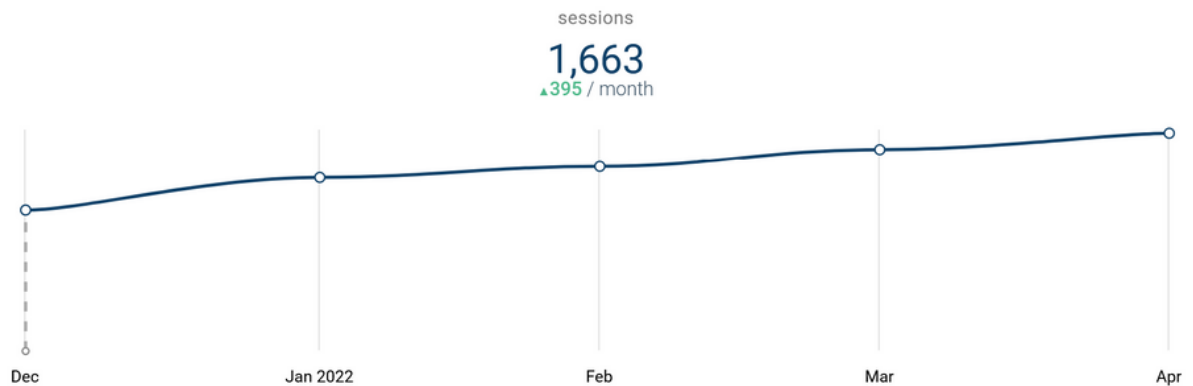
## Impressions and Clicks from Google

Over the past six months we have seen an increase of impressions from Google by **over 300%**. Clicks directly from Google are **up 24%**. We also saw an **increase in organic sessions of 55%**.



### ORGANIC SESSIONS

Custom range, monthly



**Impressions** - number of times the website was shown in search results from a Google search

**Clicks** - number of times website was visited from a Google search

**Organic Sessions** - total number of web pages visited as a result of an online search

# GOOGLE BUSINESS PROFILE RANK

By optimizing the Google Business Profile, improving localized content on the website, and increasing overall domain authority, we were able to **improve the average Google maps ranking from 20.2 to 1.4.**

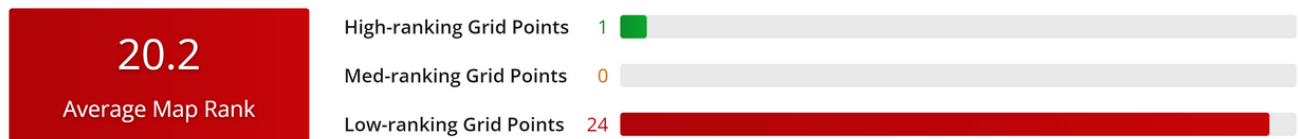
## Results for: 'martial arts school near me'

Timeline range: 12 Months



28th Jan 2022

Grid Size: 5x5 (Grid Points: 25) Spacing: 500 Meters [Edit Map](#)



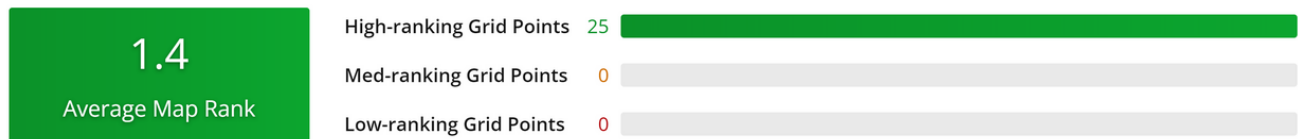
## Results for: 'martial arts school near me'

Timeline range: 12 Months



3rd May 2022

Grid Size: 5x5 (Grid Points: 25) Spacing: 500 Meters [Edit Map](#)



Average Map Rank - average ranking position of the business location on Google Maps.



# SUMMARY/ CONCLUSION

By improving content of the website, optimizing Google Business Profile, and acquiring highly relevant backlinks to the website, we were able to improve rankings, impressions, and organic website traffic. In the past 90 days this customer has received 84 online leads.

