

SEO Success

The company is a local Certification Agency chain



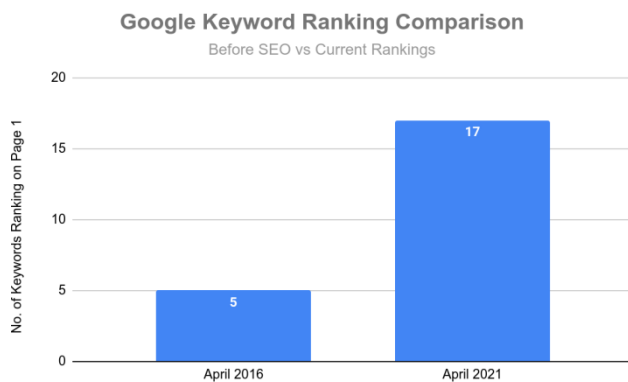
Before SEO

The client came to us in **Apr 20, 2016**. They wanted to improve their organic rankings and traffic to their website. At the time they signed on for our SEO services, they had just **5 keywords** ranking on the first page of Google search engine.

Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We designed and implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.

Keywords Ranking on First Page in Major Search Engines*



Benchmark

5 Targeted
Keywords were
ranking on Page 1

April 2016

By April 2021

The momentum of the campaign is in full throttle as they now rank on the first page of Google search engines for **17 keywords** and working on the remaining 3 keywords to get them rank on the first page.

April 2021

Google Analytics Data

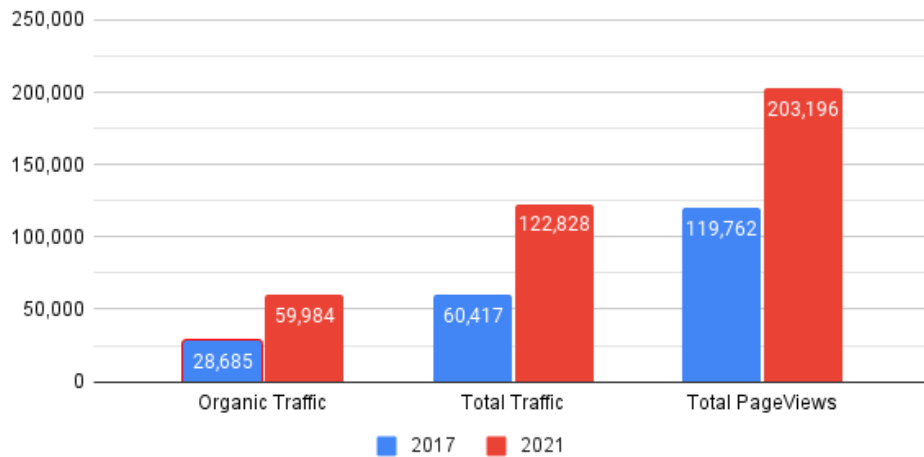
Increase in Overall Website Traffic. **1,22,828**
Overall visits received in last 3 months.

Increase in Google Organic Sessions. **59,984**
Organic visits received in last 3 months.

Increase in Website Pageviews. **203,196**
Pageviews received in last 3 months.

Google Analytics Traffic Comparison

2017 vs 2021



Google Search Console

Last 3 Months Clicks: **542**
Previous 3 Months Clicks: **521**

Last 3 Months Impressions: **20,700**
Previous 3 Months Impressions: **16,800**

Google Search Console Data Comparison

Last 6 Months vs Previous 6 Months

