

# SEO Success

This is a Swimming school or Swim training Industry.



## Prior to Us

**AquaKids** came to us in Feb 01 of 2021, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had 18 keywords ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.

### After 3 Months

90 days later, the website went from ranking for 18 keywords on Page 1 of results to ranking for **32 keywords** on the first page.  
An increase of 77.77%.

May 2021

### By April 2023

The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for **97 keywords**. An increase of 438.88% since start of the campaign.

April 2023

## Google My Business

**9.8k**

Total views received in last 30 days (700 Listing Search, 615 Listing Maps)

**2.3k**

Total Actions in last 30 days (1k Website Visits, 700 Request Directions, 615 Calls)

## Google Search Console Data

**33.81%**

Increase in clicks. 1.86k clicks received in last 1 month.

**26.35%**

Increase in impressions. 53.7k impressions received in last 1 month.

## Google Analytics data

**59.43%**

Increase in Overall Website Traffic. 18,648 Overall visits received in last 1 month.

**30.27%**

Increase in Google Organic Session. 4,626 Organic visits received in last 1 month.

**93.10%**

Increase in Website Pageviews. 100,436 Pageviews received in last 1 month.

\*Major Search Engines defined as Google and Bing