

CASE STUDY:



INDUSTRY: Financial Services

COMPANY: [REDACTED]

DATE: 4/20/22

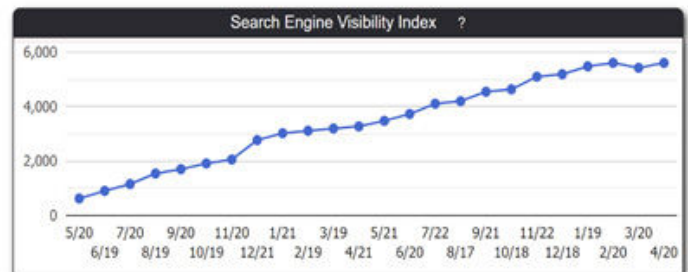


CLIENT GOALS: Boost rankings nationally in order to generate more organic leads for their financial services business, targeting the United States.

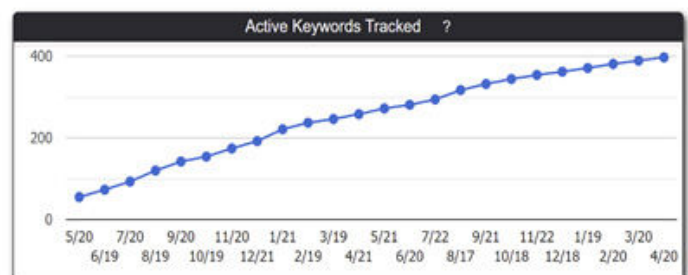
CLIENT RESULTS:

Total keyword rankings increased by 414. From May 2021 to April 2022 Search Engine Visibility Index changed from 626 to 5,606. Active Keywords went from 55 to 397.

General Report Statistics	
Report Date	4/20/2022
Domains Scanned	1
Keywords Analyzed	397
Ranking Check Depth	20
Engine Analyzed	Google
Geographic Target	National
Baseline Report Date	5/20
Baseline Keyword Count	55
Services	SEO, Blog, Tracking



Visibility Statistics	
#1 Keyword Rankings	42
Top 5 Keyword Rankings	142
First Page Keyword Rankings	206
Rankings in the First Two Pages	283
Ranking that Improved	107
Rankings that Declined	47
Rankings that Stayed the Same	129
Total Rankings Gained/Lost	+414



HOW WE DID IT:

Technical SEO

- Google SITE: Test (innapropriately indexed content)
- Robots.txt Evaluation (communicates to search engines which pages will be indexed)
- Compromized Site Evaluation (hacked, virus, broken)
- SEO Work Integrity Evaluation (was SEO work removed or altered?)

CASE STUDY:



- SiteMap Health (does SiteMap reflect live website?)
- SiteMap Crawl (are submitted pages being crawled by Google?)
- Addition of schema.org structured data markup in Google-recommended JSON-LD format.
- Search Console Security Evaluation (did Google identify website security issues?)
- Search Console Crawl Error Evaluation (is Google crawling all pages successfully?)
- Search Console Crawl Speed Evaluation (does Google load pages quickly?)
- Search Console Alerts Evaluation (did Google identify a moderate or severe website issue?)
- Search Console Site Traffic & Ranking Evaluation (search ranking and traffic trends)
- Search Console Keyword Collection and Review (collection of active search phrase rankings for reporting purposes)

Off-Site SEO

- Resubmission of business credentials to the InfoGroup and Localeze data aggregators.
- Resubmission of business credentials to partner link networks webKnow, CityLocal and LocalCity.
- Inbound Link Evaluation (identification and disavow of bad inbound links)
- Google My Business Dashboard Review (accuracy, optimization quality)
- Inbound Link Volume (monitoring inbound link growth and loss of key links)
- Geographic Targeting Review (local [city, state], national, international)
- Google Analytics Review
- Search Engine Crawling (delisted by a major search engine?)

CASE STUDY:



On-Site SEO

- Content Optimization Effectiveness Evaluation
- Search Engine Visibility Evaluation (did search visibility increase over prior month?)
- Keyword Volume Check (did volume of ranked keywords increase over prior month?)
- Google Search Algorithm Evaluation (will search algorithm changes impact the website?)
- Duplicate Content Spot-Check
- New Content Identification and Review
- Nurturing up-and-coming rankings (low hanging fruit)