



Featured Case Study

CLIENT BACKGROUND

This is a case study of a client based in the United Kingdom, whose business offers a high demand service in the travel industry. The client only deals with customers in the UK, a population size that is 1/5 of the US.

The sector of the travel industry is very seasonal - the demand for this client's service increases consistently in the lead up to the summer months where many travelers are on vacation. During the summer and thereafter, the demand typically slows down.

Further, you'll notice that searches for this client's service increases drastically during weekdays (M-F) and drops off on the weekend. This is very typical.

Due to various paid traffic restrictions and regulations, the business focuses and relies on organic traffic from SEO – the bulk of which comes from Google.

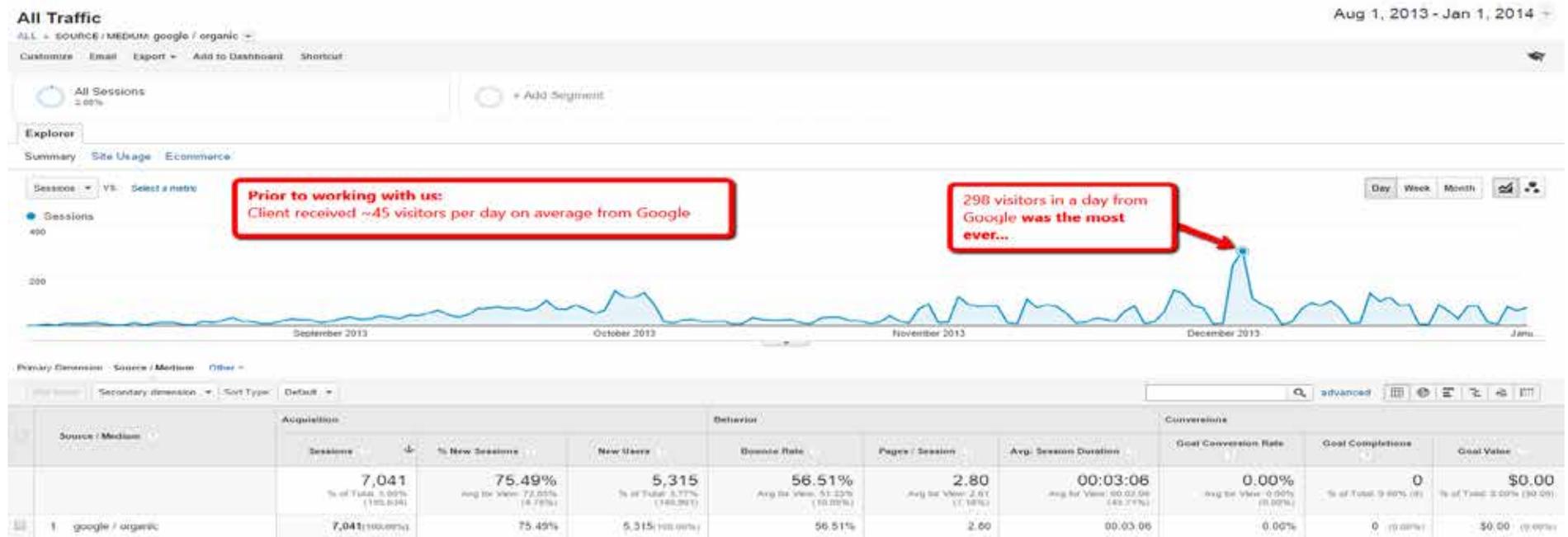
Prior to working with us, the client had 1 site ranking in Google which performed "average" in the SERP's (more on this below).

Today, the client has 3 sites that ranking for many of the same terms which has significantly helped to dominate the SERP's in this sub niche.

RESULTS BEFORE WORKING WITH US

The client had 1 site ("Site A") ranking in Google, which did not perform very well. The site launched early 2013, with analytics tracking starting from August 2013.

Site A, Key Stats: ~ 45 visitors per day from Google; highest traffic day of 298 visitors.



HOW WE BOOSTED RANKINGS, TRAFFIC & REVENUE

- We started working with the client in Jan 2014.

The goal was to improve and revamp Site A (which needed a ton of work) after launching a fresh site ("Site B") which happened in February 2014.

Later in October 2014 we launched "Site C". The 3 sites now all complete on Page 1 and 2 of Google for hundreds of keyphrases.

- For both all 3 sites, we focused on the on-page & off-page optimization strategy:

Effective On-page Optimization (Clean-up & Critical Foundation)

- Eliminate as much content duplication as possible
- Write unique & compelling title tags that draw attention to the searcher
- Index only quality pages in Google full of unique content in addition to extra

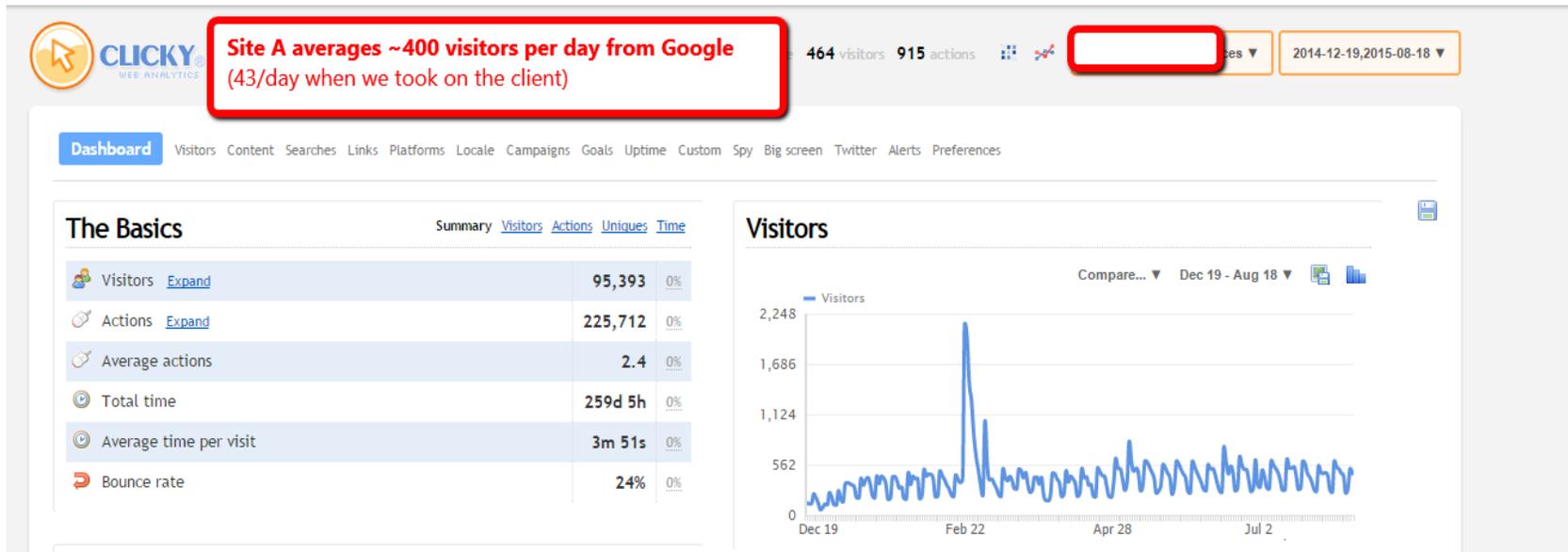
Low-Risk, High Reward Link Building & Promotion

- Disavow any low quality links (Site A) that were dragging the site down
- Build high quality links on a monthly basis, across numerous site pages using variation wherever possible
- Boost highest quality backlinks to extract more "link juice" (super conservative; incredible results)
- Target high revenue terms with advanced crowdsearch techniques

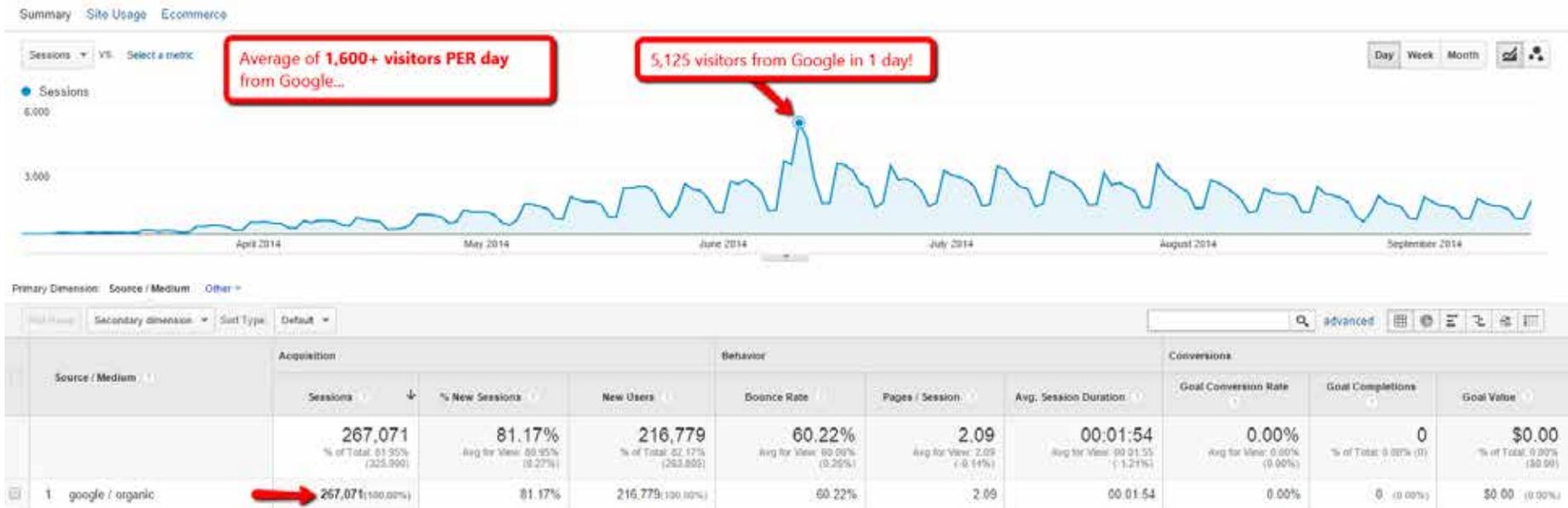
...and more

RESULTS AFTER WORKING WITH US

Site A Results (Revamped Late-2014)



Site B Results (Launched Feb 2014)



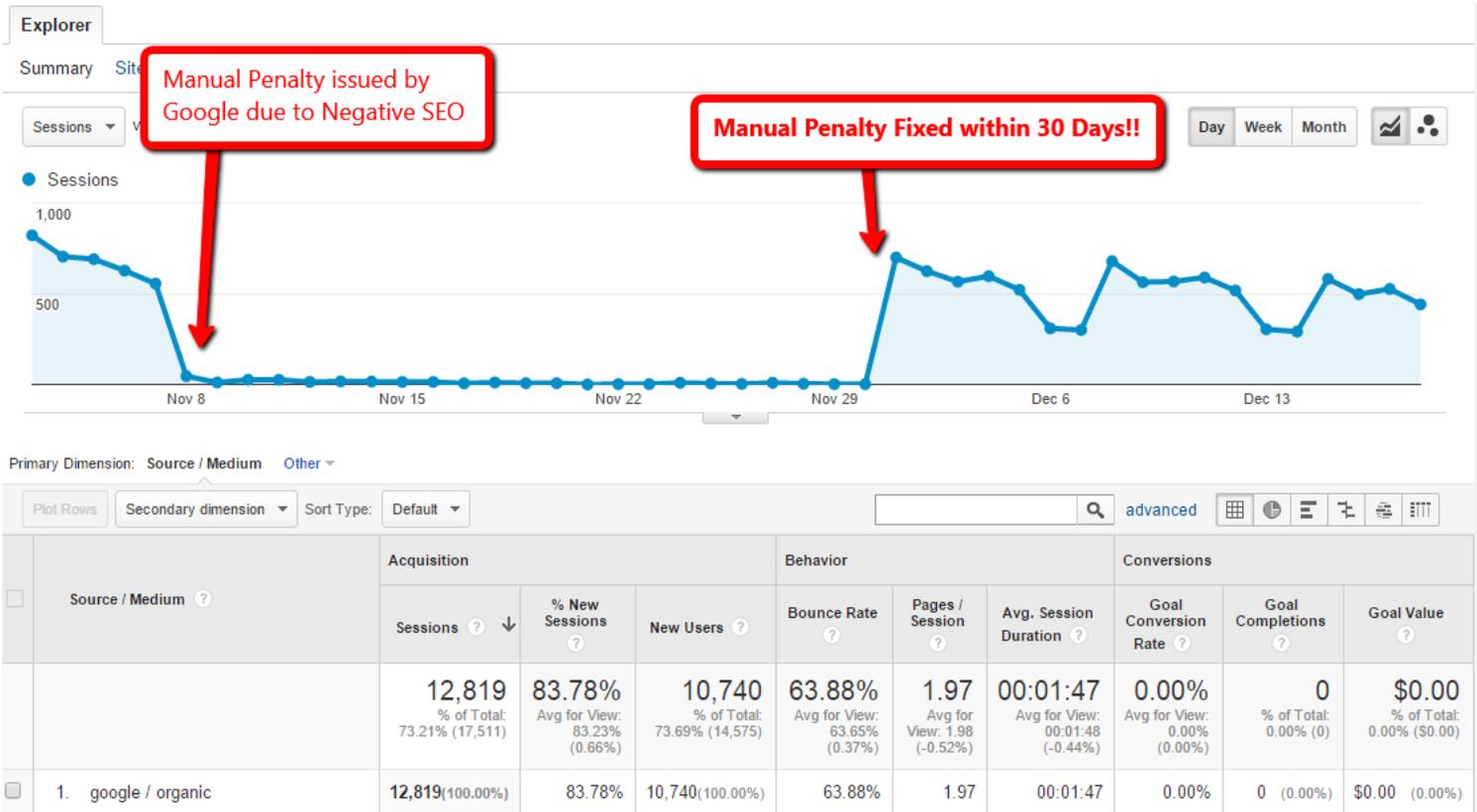
However, SEO is not all plain sailing.

In early November 2014, Site B received a manual penalty from Google due to Negative SEO from an unknown source.

This sort of event is inevitable with SEO if you play in popular markets, which is why you need a partner who can navigate all the curveballs that Google will inevitably toss your way.

You need someone who can actually recover you from serious penalties, as you can see below:

Site B - Recovery from a Manual Penalty!



Primary Dimension: Source / Medium Other ▾

Plot Rows Secondary dimension Sort Type: Default ▾

Source / Medium ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	12,819 % of Total: 73.21% (17,511)	83.78% Avg for View: 83.23% (0.66%)	10,740 % of Total: 73.69% (14,575)	63.88% Avg for View: 63.65% (0.37%)	1.97 Avg for View: 1.98 (-0.52%)	00:01:47 Avg for View: 00:01:48 (-0.44%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	12,819(100.00%)	83.78%	10,740(100.00%)	63.88%	1.97	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

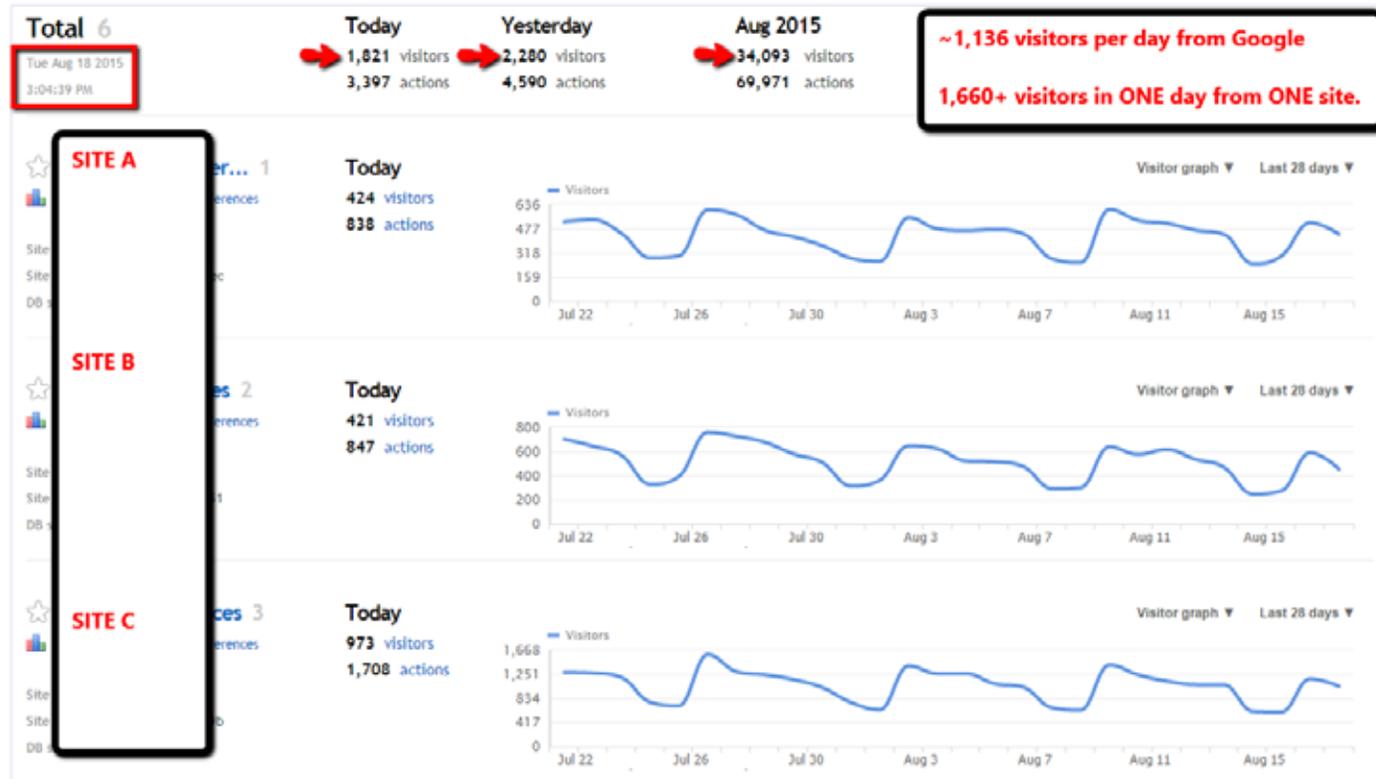
Site C Results (Launched October 2014)



What Do Results Look Like on An Average Day for This Client?

With all 3 sites ranking on Pages 1 & 2 for hundreds of keyphrases, the daily traffic numbers are nothing short of impressive.

Across all three sites, the client reports that revenue ranges anywhere from about \$2,000 - \$6,000 (USD equiv.) per day in sales!



Summary

Gone are the days of “chipping away” at SEO, doing it “part-time” and attempting to spam your way to success.

SEO is a long-term traffic source, it's not a “one-time” trick. It's a strategy that must be handled by a partner working in the trenches every day, with access to thousands of sites worth of data and is actually a true expert capable of dealing with all SEO scenarios.

You need a partner who you can rely on, a partner who will ensure that you're getting profitable business, every day, with your campaigns.

As you can see from this one case study, our client went from **~43 visitors to ~1,500 – 2,500+ per day in Google**. These results were achieved with a customized strategy combined with proven SEO strategies and techniques that actually work and drive results.

Want to see what might be possible with your site?

Request your free quote & strategy assessment (\$495 value - but no cost or obligation to you), by [clicking here >>](#)