

CASE STUDY:

INDUSTRY: Robotics Company

COMPANY:

DATE: 4/14/22



CLIENT GOALS: Boost rankings nationally in order to generate more organic leads for their custom robotics & systems business in the United States.

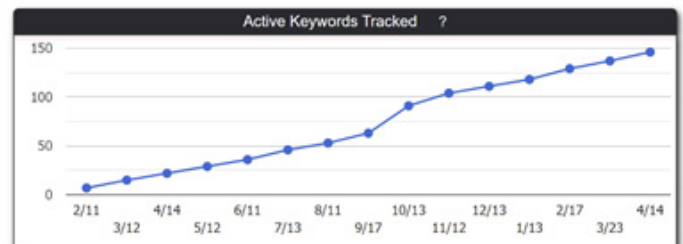
CLIENT RESULTS:

Total keyword rankings increased by 129. From 02/2021 through 04/2022 Search Engine Visibility Index increased from 83 to 3021, and Active Keywords went from 7 to 146.

General Report Statistics	
Report Date	4/14/2022
Domains Scanned	1
Keywords Analyzed	146
Ranking Check Depth	20
Engine Analyzed	Google
Geographic Target	National
Baseline Report Date	2/11
Baseline Keyword Count	7
Services	SEO



Visibility Statistics	
#1 Keyword Rankings	34
Top 5 Keyword Rankings	69
First Page Keyword Rankings	98
Rankings in the First Two Pages	125
Ranking that Improved	35
Rankings that Declined	15
Rankings that Stayed the Same	75
Total Rankings Gained/Lost	+129



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:



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?)

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)