CASE STUDY:

CLIENT COMPANY: Garage Repair Company

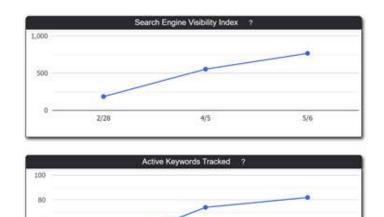**COMPANY:**   [redacted]   **DATE:**   5/06/22

CLIENT GOALS: Total keyword rankings increased by 58. From 02/2022 through 05/2022 Search Engine Visibilty Index increased from 185 to 767, and Active Keywords went from 42 to 82.

CLIENT RESULTS:

Optimized Google Search campaigvn generating more than 1000 visits to the website resulting in 27 new patiends booked with a ROAS of 60.82%

General Report Statistics

Report Date	5/6/2022
Domains Scanned	1
Keywords Analyzed	82
Ranking Check Depth	23
Engine Analyzed	Google
Geographic Target	Local
Baseline Report Date	2/28
Baseline Keyword Count	42
Services	SEO

Search Engine Visibility Index   ?

Visibility Statistics   ?

#1 Keyword Rankings	7
Top 5 Keyword Rankings	16
First Page Keyword Rankings	24
Rankings in the First Two Pages	53
Ranking that Improved	26
Rankings that Declined	8
Rankings that Stayed the Same	18
Total Rankings Gained/Lost	**↑58**

Active Keywords Tracked   ?

HOW WE DID IT:

Technical SEO

- Inline Source Code NOINDEX check (prevents pages from being crawled and tricky to identify)
- Site Load Evaluation (test site speed, SSL, mobile, redirects)
- Compromized Site Evaluation (hacked, virus, broken)
- SEO Work Integrity Evaluation (was SEO work removed or altered?)

Off-Site SEO

- Google My Business Live Listing Review
- Inbound Link Volume (monitoring inbound link growth and loss of key links)
- Geographic Targeting Review (local [city, state], national, international)
- Google My Business Review Monitoring: Have new reviews been generated?
- Google Analytics Review
- Search Engine Crawling (delisted by a major search engine?)
- Search Engine Submissions (beyond Google and Bing)

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?)
- Keyword Targeting Evaluation (do keywords reflect products/services?)
- Keyword Geo-Targeting Evaluation (opportunities to expand to new cities or states)
- Devalued Content Evaluation (identification of content that Google weighs lightly or ignores)
- Nurturing up-and-coming rankings (low hanging fruit)