

CASE STUDY:

INDUSTRY: Financial Services

COMPANY: [REDACTED]

DATE: 5/12/22

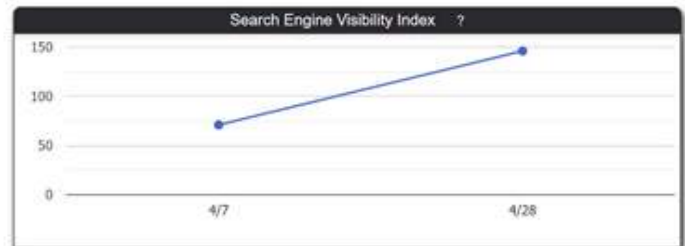


CLIENT GOALS: Boost rankings locally in order to generate more organic leads for their financial services business in New England.

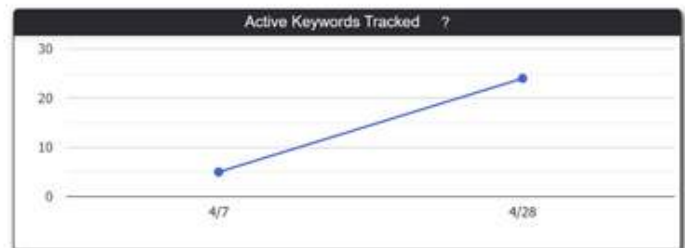
CLIENT RESULTS:

Total keyword rankings increased by 84 in just 30 days. Search Engine Visibility Index doubled in just 30 days from 71 to 146, and Active Keywords went from 5 to 24.

General Report Statistics	
Report Date	
Domains Scanned	1
Keywords Analyzed	24
Ranking Check Depth	23
Engine Analyzed	Google
Geographic Target	Local
Baseline Report Date	4/7
Baseline Keyword Count	5
Services	SEO, Video



Visibility Statistics	
#1 Keyword Rankings	1
Top 5 Keyword Rankings	3
First Page Keyword Rankings	4
Rankings in the First Two Pages	11
Ranking that Improved	8
Rankings that Declined	2
Rankings that Stayed the Same	1
Total Rankings Gained/Lost	+84



HOW WE DID IT:

- **Baseline Report:** A search ranking report was created to capture website search rankings that existed before the work from this SEO campaign kick-in. This gives us the ability to monitor the growth and progress of this campaign over time - where we are now vs. where we started.
- **Keyword Research:** Completed a keyword discovery process to identify the best search phrases to target. Target search phrases are used through the content optimization process.

CASE STUDY:



- **Google Analytics:** Successfully installed and/or gained access to Google Analytics. Analytics data can be extracted to help direct SEO and provide reporting.
- **Google Search Console:** Successfully installed and/or gained access to Google Search Console (formerly Google Webmaster Tools). Google Search Console provides website diagnostic and reporting data directly from Google that can be used to monitor website health and campaign performance.
- **XML Sitemap:** Successful creation of an XML search engine sitemap. Sitemaps can be accessed by all search engines that use sitemaps, including Google, Bing and Yahoo. Sitemaps ensure that all web pages can be found by the search engines, and also helps to identify website crawling issues.
- **Robots.txt Evaluation:** Review of the Robots.txt file, which provides website access instructions for all major search engines. Improper Robots.txt setting will block the search engines from crawling parts, or all, of a website.
- **Basic Schema Markup:** Addition of schema.org structured data markup and Sitelink Search in Google-recommended JSON-LD format.
- **Inappropriate Content Indexed:** Oftentimes search engines will find and index content not intended to be views by the public. This may include Tag, Category, Author and PlugIn content, or web pages created by a website hack event. This type of content can cause ranking penalties from Google. A technical scan of the website has been completed to identify inappropriately indexed content.
- **Devalued Content Check:** Portions of the website were evaluated for devalued content. Devalued content is content where a website visitor must

complete an action in order to view content. This includes content behind a web page accordion block, content that fades/slides in when mousing down, infinite scroll content or hidden content. If content critical to SEO is identified to be devalued, a notification would be made.

- **Secure Hosting (SSL):** As of October, 2017 Google Chrome displayed warnings for non-SSL websites, resulting in weakened click-through rates. In May, 2018, Google began to penalize rankings for non-SSL websites.
- **Responsive Design:** Google currently evaluates only the mobile/responsive rendering of a website. Non-responsive websites will receive ranking penalties from Google. The responsive version of any website is the only version Google evaluates in consideration for keyword rankings.
- **Page Speed:** Google factors the page load time and other website properties that impact user-friendliness as a search ranking signal. We periodically speed test the website as speed can change over time based on many design and hosting factors.
- **Partner Network Submissions:** Business details were submitted to our partner inbound link networks webKnow, CityLocal and LocalCity.
- **Search Engine Submissions:** Website submissions to over 25 USA based search engines, including all major engines (Google, Bing and Yahoo) and numerous search engines like Jayde, Lycos and AltaVista.
- **SEO Strategy:** After reviewing the baseline ranking report, identifying industry-specific target search phrases, evaluating the website and campaign objectives, we developed a strategy to guide the SEO campaign.