


CASE STUDY:

INDUSTRY: Globally Know Sports Brand

COMPANY: [Redacted]

DATE: 02/11/21

 **CLIENT GOALS:** Boost rankings nationally in order to generate more organic online sales for their Globally Know Sports Brand targeting the United States.

CLIENT RESULTS:

Total keyword rankings increased by 1201. From Sept 2020 to Feb 2021 Search Engine Visibility Index changed from 9118 to 11,245. Active Keywords went from 378 to 463.

General Report Statistics	
RealTop Marketing	
Report Date	2/11/2021
Domains Scanned	1
Keywords Analyzed	463
Ranking Check Depth	20
Engines Analyzed	Google, Bing, Yahoo
Geographic Target	National
Baseline Report Date	9/11
Baseline Keyword Count	378
Services	SEO



Visibility Statistics	
#1 Keyword Rankings	639
Top 5 Keyword Rankings	942
First Page Keyword Rankings	1064
Rankings in the First Two Pages	1200
Ranking that Improved	311
Rankings that Declined	103
Rankings that Stayed the Same	786
Total Rankings Gained/Lost	↑1201



HOW WE DID IT:

Technical SEO

- 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?)



Off-Site SEO

- 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)
- 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 Google search algorithm changes impact the website?)
- Devalued Content Evaluation (identification of content that Google weighs lightly or ignores)
- New Content Identification and Review
- Nurturing up-and-coming rankings (low hanging fruit)