

Case Study

SEO CASE STUDY - Cargo solutions

OVERVIEW

- Cargo solutions
- Looking to Improve Organic Traffic & Rankings
- Drop in Ranking due to Google Algorithm Update
- Lost almost 20% Organic Searches in Jan 2021

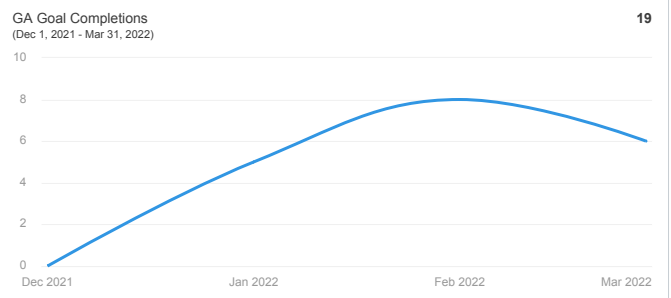
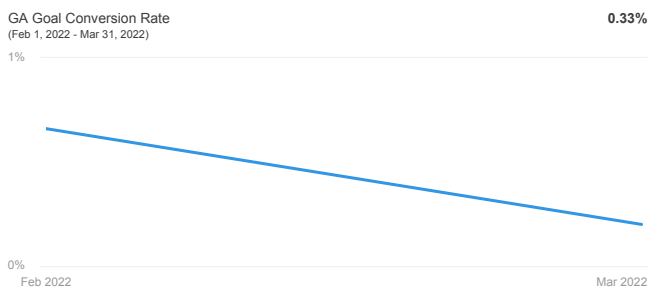
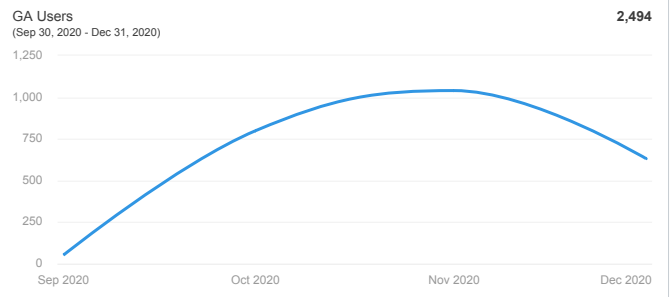
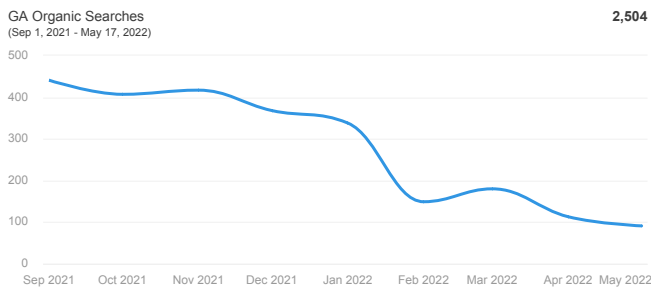
GOALS

- Analyz current SEO standards
- Organic Searches gets increased
- Recover Organic Traffic lost due to Google Algorithm
- Improvement in rankings
- Continuous improvements in rankings and organic traffic

RESULTS

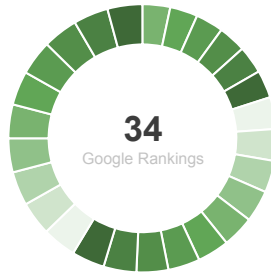
- Organic Traffic Improved
- Organic Rankings Improved
- Organic Sessions Improved
- All major Keywords on 1st & 2nd Position on 1st Page

ORGANIC TRAFFIC



Rankings

Google Rankings



- 2022-05-16 34
- 2022-05-15 34
- 2022-05-14 34
- 2022-05-13 34
- 2022-05-12 33
- 2022-05-11 33
- 2022-05-10 33
- 2022-04-29 33
- 2022-04-28 33
- 2022-04-27 33
- 2022-05-06 32
- 2022-05-05 32

Showing 5 of 5 Rows

KEYWORD	GOOGLE-
★ compliant lashing straps	1 st
★ container dunnage bags	1 st
★ container dunnage bags	1 st
★ dunnage bags suppliers	1 st
★ inflatable dunnage bags	2 nd