

Case Study

SEO CASE STUDY -Pets Cremation Services

OVERVIEW

- **Pet Cremation Services**
- serving from past many years
- Looking to Improve Organic Traffic & Rankings
- Drop in Ranking due to Google Algorithm Update
- Lost almost 20% Organic Searches in September 2020

GOALS

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

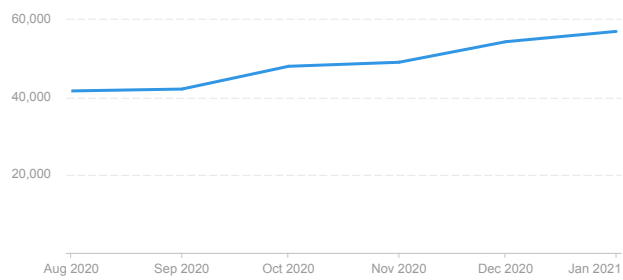
RESULTS

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

ORGANIC TRAFFIC

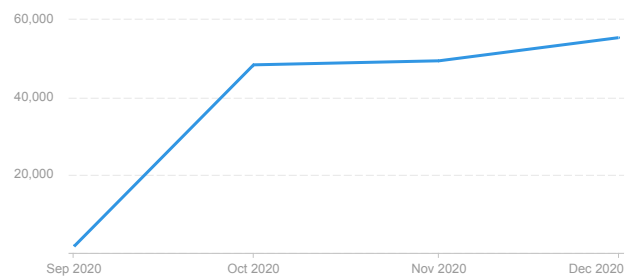
GA Organic Searches

292 K



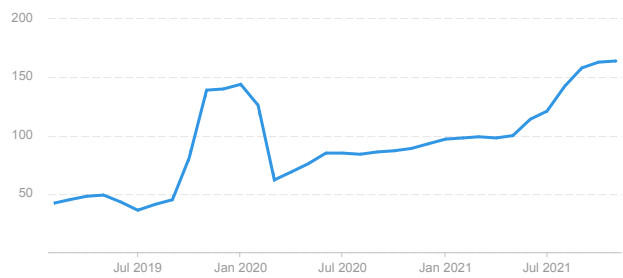
GA Users

155 K



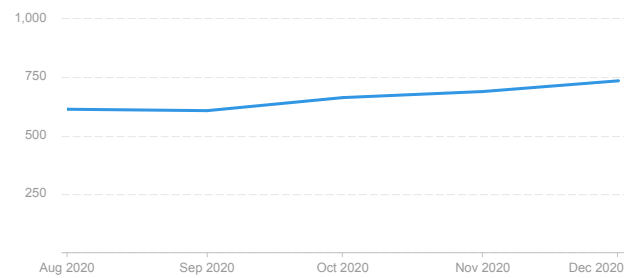
Referring Domains

164



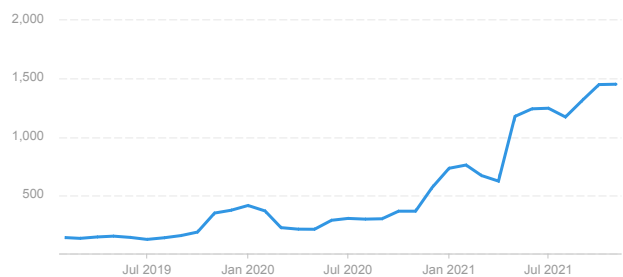
GA Goal Completions

3,307



Backlinks

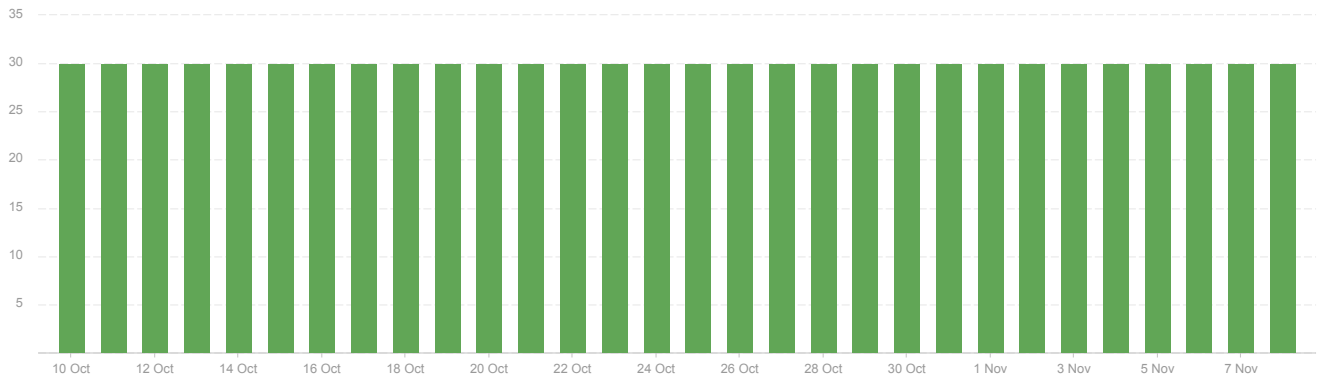
1,452



Rankings

Google Rankings

30



Showing 16 of 16 Rows

KEYWORD	GOOGLE ▲
★ dog cremation	1 st
★ gold coast dog cremation	1 st
★ cat cremation services	1 st
★ gold coast pet cremation	1 st
★ pet cremation services	1 st
★ brisbane pet cremation cost	1 st
★ dog funerals	1 st
★ cat funerals	1 st
★ veterinary cremation services	1 st
★ cat cremation	1 st
★ pet crematorium	1 st
★ pet cremation	1 st
★ north brisbane pet cremation company	2 nd
★ pet cremation services brisbane	2 nd
★ brisbane pet cremation services	2 nd
★ animal cremation	2 nd