

Case Study

SEO CASE STUDY - Water proofing products

OVERVIEW

- Water proofing products
- 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

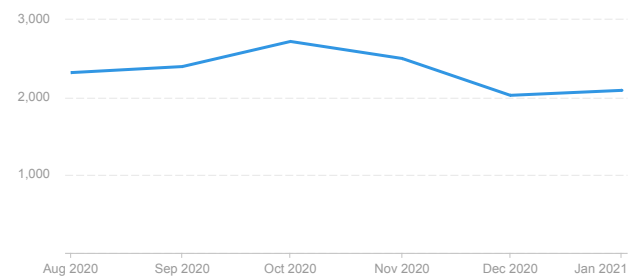
RESULTS

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

ORGANIC TRAFFIC

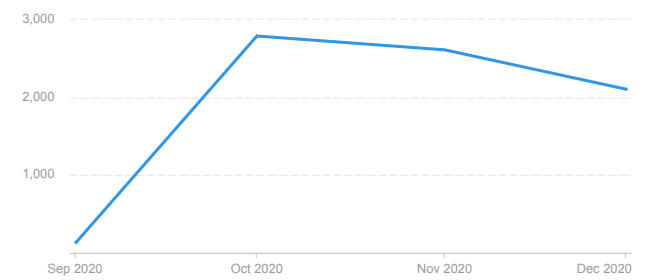
GA Organic Searches

14,055



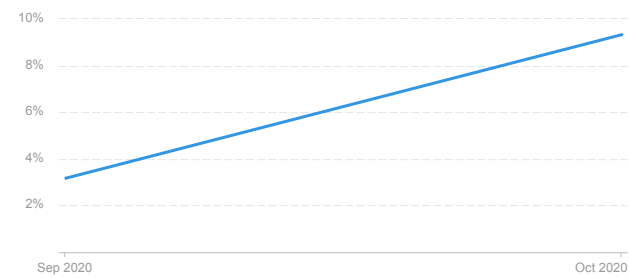
GA Users

7,628



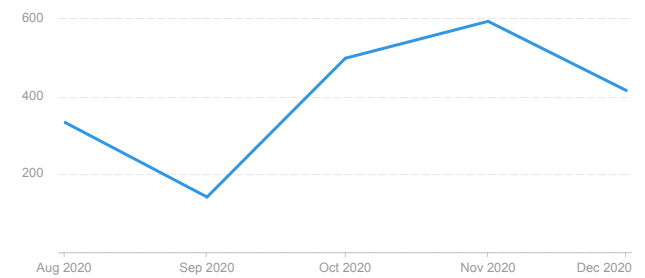
GA Goal Conversion Rate

6.51%

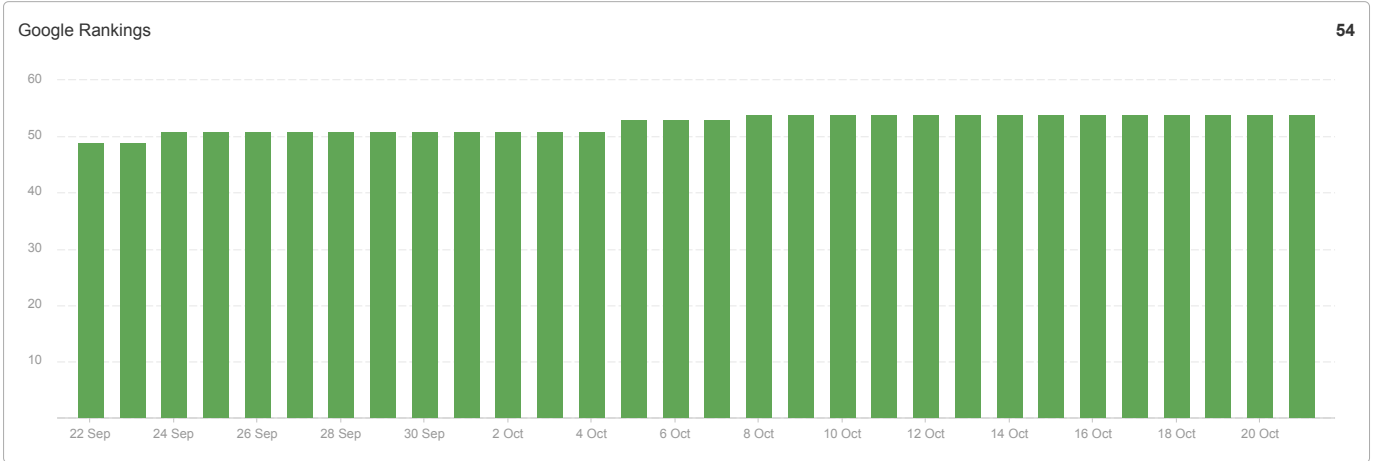


GA Goal Completions

1,986



Rankings



Showing 11 of 11 Rows

KEYWORD	GOOGLE ▲
★ waterproof tiling products sydney	1 st
★ waterproofing distributors sydney	1 st
★ waterproof distributor sydney	1 st
★ waterproof distributors sydney	1 st
★ waterproofing sealants sydney	1 st
★ waterproofing distributor sydney	1 st
★ waterproofing supplier sydney	1 st
★ waterproof concrete products sydney	1 st
★ waterproof products sydney	1 st
★ water proofing products sydney	1 st
★ waterproof sealants sydney	1 st