

Case Study

SEO CASE STUDY -Waste Removal Company

OVERVIEW

- Waste Removal Company
- Residential waste removal
- Commercial waste removal
- personal, equipment or machinery finance
- Looking to Improve Organic Traffic & Rankings
- Drop in Ranking due to Google Algorithm Update
- Lost almost 35% Organic Searches in Sep 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

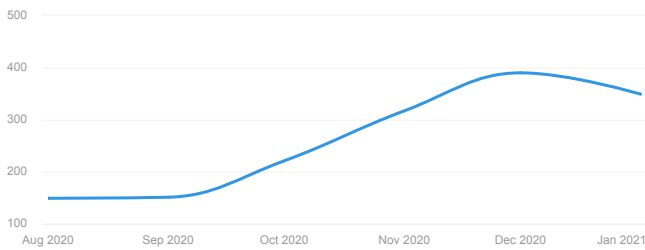
RESULTS

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

ORGANIC TRAFFIC

GA Organic Searches
(Aug 1, 2020 - Jan 31, 2021)

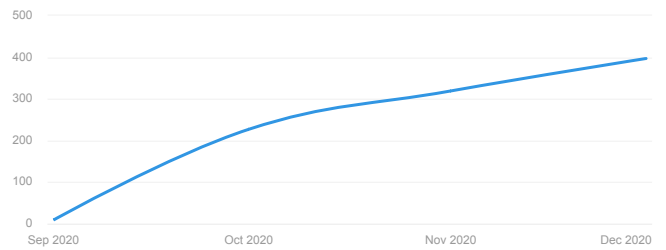
1,577



GA Users

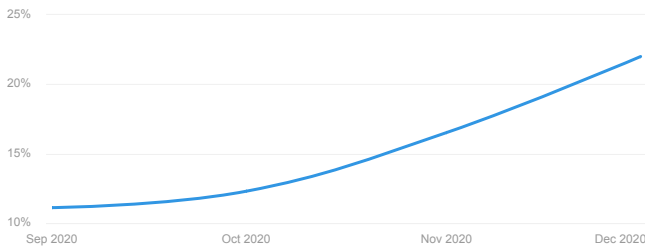
(Sep 30, 2020 - Dec 31, 2020)

952



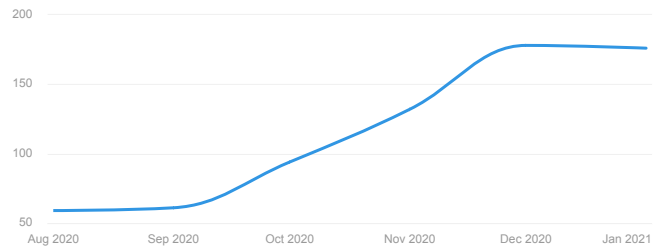
GA Goal Conversion Rate
(Sep 30, 2020 - Dec 31, 2020)

16.98%



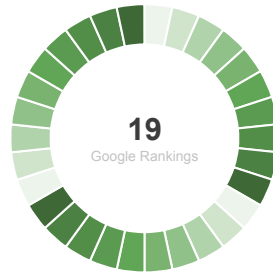
GA Goal Completions
(Aug 1, 2020 - Jan 31, 2021)

700



Rankings

Google Rankings



- 2022-01-16 19
- 2022-01-15 19
- 2022-01-14 19
- 2022-01-13 19
- 2022-01-12 19
- 2022-01-11 19
- 2022-01-10 19
- 2022-01-09 19
- 2022-01-08 19
- 2022-01-07 19
- 2022-01-06 19
- 2022-01-05 19

Showing 9 of 9 Rows

| KEYWORD | GOOGLE- |
|---|-----------------|
| ★ body corp rubbish removal gold coast | 1 st |
| ★ mattress removal gold coast | 1 st |
| ★ old furniture disposal gold coast | 1 st |
| ★ fridge removal gold coast | 1 st |
| ★ commercial rubbish removal gold coast | 2 nd |
| ★ alternative to skip hire | 2 nd |
| ★ appliance disposal gold coast | 3 rd |
| ★ builders waste removal gold coast | 3 rd |
| ★ household cleanup gold coast | 3 rd |