



11 | **N**ov  
2019

---

SEO  
CASE  
STUDY  
REPORT



**Client:**  
**Eric Gordon**

**Location:**  
**Melbourne, VIC**

**Industry:**  
**Painting Contractors**

**Campaign Type:**  
**Local SEO**

**Website:**  
**<https://www.primepaintinggroup.com.au>**

# Business Background

Prime Painting Group is the leading provider of painting services in Melbourne serving residential, commercial, heritage and industrial clients with pride.

## Market Competition

Competitors include numerous strong sites like “[womenatwork.com.au](#)”, “[housepaintersmelbourne.com.au](#)”, “[melbournepainters.com](#)” and others with many years of site age and a wide range of inbound links.

## Project Goal

The client's goal was to get on top in search engine ranking and Increase overall **organic traffic** and improve **keyword rankings** for specific location and service pages

## Tasks & Challenges

- Keyword research for effective Internet Marketing
- Content Marketing to attract potential customers
- Make the web page SEO friendly to get crawl frequently
- Optimize the targeted keywords in local
- Achieve rankings for keywords that searchers use online
- Increase the ROI of their Business

# Time Frame

The Link Building campaign was started in **May 2019** – **On Going (6 months)**

## The Solution

### IMPROVED SEARCH VISIBILITY

We delivered a clear plan for what was needed to help Prime Painting Group, a fresh site to establish a strong digital presence from the ground up.

#### **First Step:**

We analyzed the whole business

- Target audience and Locations
- Who are major competitors?
- Website Analysis
- Looked into many other areas

#### **Second Step:**

Pulled out the useful data from Google Analytic and Google Webmaster.

#### **Third Step:**

Based on the information gathered from first and the second step, we come up with the most optimum keywords list to target on the organic search.

#### **Fourth Step:**

Finally, we started promoting the website to accomplish the goals

- On page
- SEO Off page
- SEO Content marketing
- Conversion rate optimization
- And few secret strategies



# “Let’s now talk about the RESULTS we achieved:”

After 6 months of Web-promotion and SEO strategy, we found the following result as per their campaign:

## Six Months Overall Traffic Growth

The analysis shown below gives the comparison of the SEO campaign from May till July 2019 & from October 2019 till March 2019.

### Audience Overview -



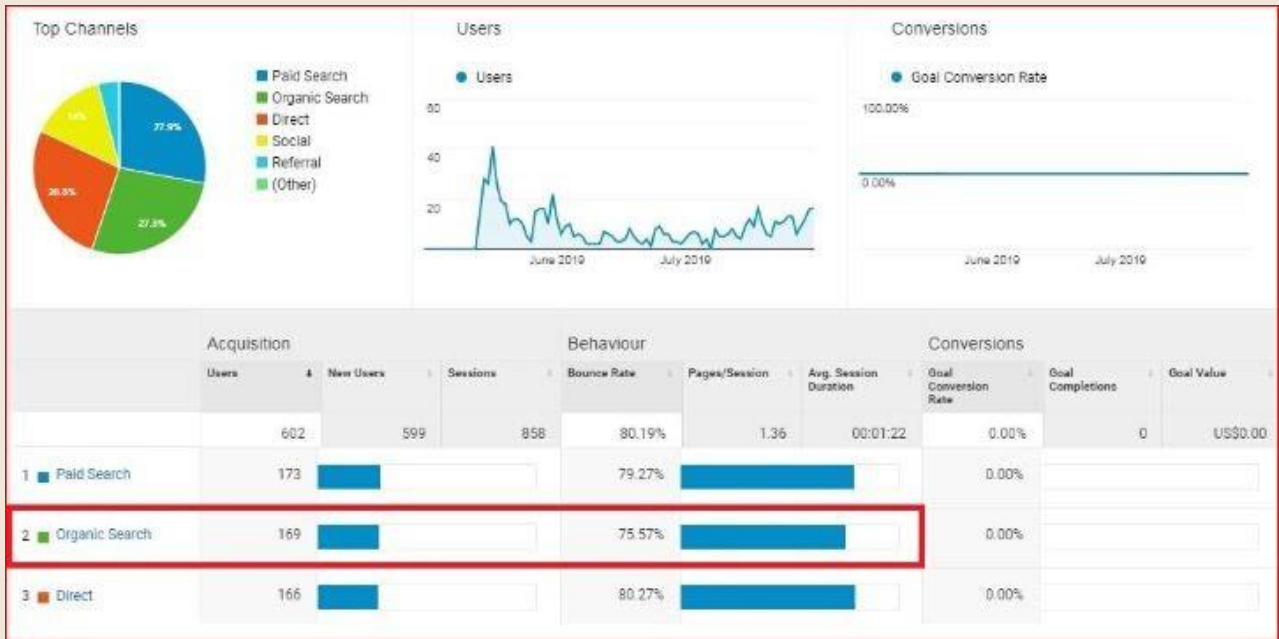
May 2019 - July 2019



Aug 2019 - Oct 2019

# Organic Traffic Overview

The organic traffic hike shows the success of the SEO campaign. Results are shown below:



May 2019 - July 2019



Aug 2019 - Oct 2019

# Organic Traffic Growth Graph



Aug 2019 - Oct 2019

## Traffic by Location



# “Six Months Overall Webmaster Data”

Below are the results of the increase in Impressions & Clicks data:



May 2019 - July 2019



Aug 2019 - Oct 2019



# Webmaster Clicks and Impressions Graph



# "Rank Report and Success Measurement Metric"

Below Keywords are well optimized for the Client's website and are ranking in Top 10 i.e. the first page of Google.com.au

Metrics	May 19	Oct 19
DA	14	21
PA	19	28
Backlink	226	890

## Top 10 Keywords Ranking

S.No.	Keywords	01-Oct-19	01-Aug-19	01-May-19	Initial Ranking
1	painting services melbourne	7	25	78	NA
2	exterior painting melbourne	10	29	68	NA
3	commercial painting companies melbourne	8	56	94	NA
4	commercial painting services melbourne	11	29	97	NA
5	commercial painting contractors melbourne	7	20	NA	NA
6	commercial painting victoria	4	27	79	NA
7	heritage painters melbourne	3	5	31	NA
8	heritage painters victoria	3	4	16	NA
9	industrial painting services	3	279	NA	NA
10	industrial painting companies	1	198	NA	NA
11	industrial painting contractors	1	175	NA	NA

## **Clients Review:**

Eric is a great contributor when working on a timeline project without compromising the quality of work required/expected. I would have no hesitation in recommending Prime Painting Group for any large (as was my case), or small project.

Thank you, Eric, keep up the good work. 😊

## **Conclusion**

Hence, the overall traffic of website is increased by 80% compared to past months. New Leads is generating from SEO.