

2019

# SEO Case Study

<https://www.sydney-piano-removals.com.au/>

This Document showcases & explains the Online Visibility and SEO journey of one of the clients of Softtrix Web Solutions. Broad overview of one of the SEO Projects of Softtrix.



# SEO Case Study

<b>CLIENT</b>	Sydney Piano Removals – Piano Removal Eperts of Sydney
	<input type="checkbox"/> Service – Search Engine Optimization
	<p>This website is a leading professional Piano Removals in Sydney. Their removalists are fully-trained in moving all types and sizes of pianos (upright pianos, grand pianos, baby grand pianos and pianolas).</p>
<b>BUSINESS</b>	
<b>BACKGROUND</b>	<p>The existing market is highly competitive with total matching search results pages numbering 14 - 50 million in Google alone for all terms in the initial organic SEO campaign.</p>
<b>MARKET</b>	
<b>COMPETITION</b>	<p>Competitors include numerous strong sites like <a href="http://fmoldepianoremovals.com.au/">"fmoldepianoremovals.com.au/"</a>, <a href="http://deswoodspianoremovals.com.au/">"deswoodspianoremovals.com.au/"</a>, <a href="http://ablepianoremovals.com.au/">"ablepianoremovals.com.au/"</a> and others with many years of site age and a wide range of inbound links.</p>
<b>PROJECT</b>	<p>This leading online business in Sydney was losing online market share, and they got in touch with <b>Softtrix</b> for web strategy and a complete, full-spectrum SEO campaign. The client's goal was to get on top for the major keywords like</p>
<b>GOAL</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Piano Removals</li> <li><input type="checkbox"/> Piano Removal Company</li> <li><input type="checkbox"/> Piano Movers</li> <li><input type="checkbox"/> Piano Removalists Cost</li> <li><input type="checkbox"/> Piano Removals Sydney</li> </ul>
	<p>And others 7 Keywords and utilize organic search (SEO) to increase lead volume and market share.</p>
<b>TASKS &amp;</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Keyword research for effective Internet Marketing</li> <li><input type="checkbox"/> Content Marketing to attract potential customers</li> </ul>
<b>CHALLENGES</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Make the webpage SEO friendly to get crawl frequently</li> <li><input type="checkbox"/> Optimize the targeted keywords in Major Search engines</li> <li><input type="checkbox"/> Achieve rankings for keywords that searchers use online</li> <li><input type="checkbox"/> Increase the ROI of their Business</li> </ul>

# SEO Case Study

## ACTIONS

The Link Building campaign was started in Dec 2013, as a result of significant jumps in ranking in the first month (Trial Plan), client went forward with 6-month organic search contract.

SEO Team at **Softtrix** developed promotional materials like InfoGraphics, PPTs, did Content Marketing, created and optimized YouTube videos, integrated and promoted strategic social channels and executed some quality Link baits and other ethical Link building stuff to achieve rankings and to drive traffic.

## TIME FRAME

Apr 2019 – On going

The Project was under Trial Plan in the month Dec, after the initial success, the Project was upgraded with more keywords and is still an On-going project at Softtrix

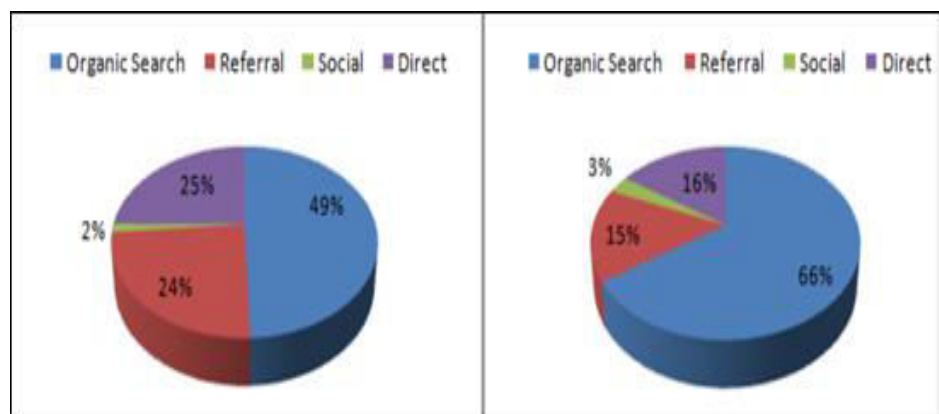
## RESULTS

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

Total organic traffic increase of 107.61% in just 6 months

These are significant numbers, the most important of which being the number of additional inbound leads.

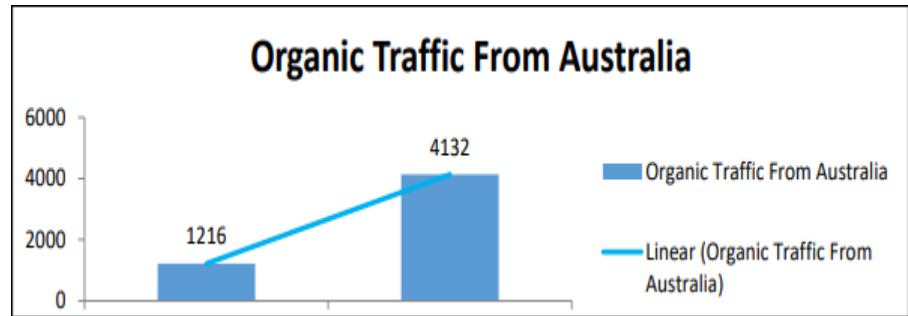
Below Snapshot describes the increase in Organic Traffic



# SEO Case Study

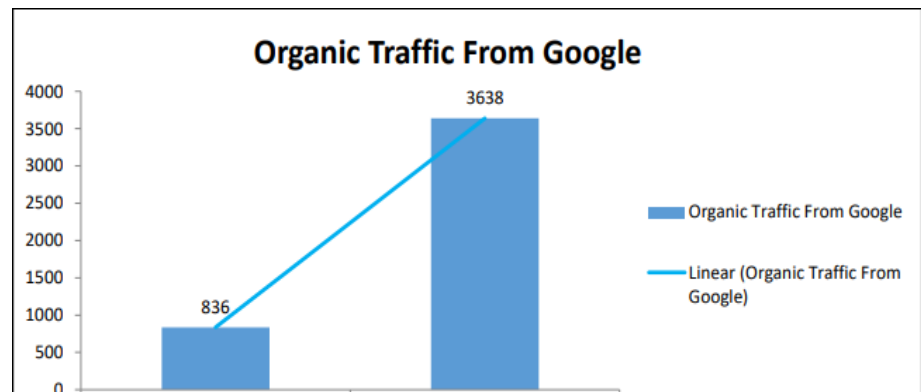
## Australian Organic Traffic

We were targeting Australia to get traffic so it was important of the traffic coming through our website from Australia. We have archived this goal successfully. I am sharing screen shot so that you can check:

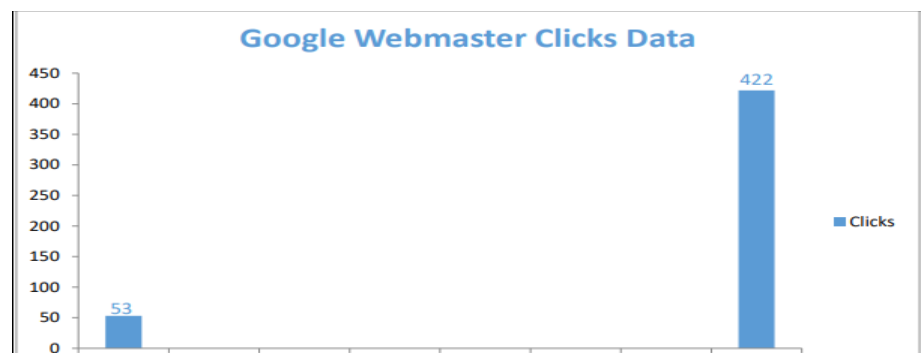


## Google Organic Traffic

We just wanted to have most of the traffic coming through our website from Google. You can check positive results for this goal in following stats:



## Google Webmaster Clicks



# SEO Case Study

## RANK REPORT

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

Sr.No.	Keywords	Ranking
1	Piano Removalists Sydney	3
2	Piano Removals Sydney	3
3	Piano Removals	4
4	Piano Movers Sydney	1
5	Sydney Piano Removals	1
6	Piano Removalists Cost	7
7	Afford Sydney Piano Removals	1
8	Piano Removalists Sydney Cost	3
9	Piano Movers Sydney Cost	5
10	Piano Movers	7
11	Piano Removal Services	18
12	Piano Removal Company	6

## CLIENT REMARKS

"We sincerely appreciate Softtrix's efforts in positioning our online website ranking in Australia. Leads for local service have gone up compared to previous months; overall it's a satisfactory experience with Softtrix. Thanks to hire for the kind coordination. Cheers!" – Client Words

## CONCLUSION

It can be analyzed that Web presence of sydney-piano-removals.com.au/ got more strong and hyper with the Softtrix's SEO campaign. The Organic Channel i.e. traffic from Search Engines have contributed as main source.