

# SEO CASE STUDY



## About Company:

HorusRC is one stop shopping for all FrSky products. We stock All FrSky Radio Control, Receivers, FPV Camera, FPV Goggles, FPV Motors and all other FPV accessories

## Client Requirement

Rank Organically for the keywords related to their business in their locality on Google and other top search engines.

Higher visibility over Social Media

Good reputation at top review sites

Better social engagement & activity

**A CLEAN SIMPLE AND SEARCH ENGINE FRIENDLY SITE**

## The Purpose

The purpose of the case study is to evaluate the effectiveness and ROI of the Must SEO Package

- With so many Business SEO services and service providers it is a daunting task for clients to choose who or which method is the best for their business.
- Time and again we hear terrible tales from clients on how their previous SEO provider(s) ripped them off and in some cases got their sites banned with black hat SEO.

## Website Stats When We Started - Oct 2017

Sr. No	Stats	Status	Importance
1	PA	15	Page authority is a metric, developed by SEOMoz, to predict the ability for a specific page to rank in search engines. Page authority uses a 0 to 100 logarithmic scale. A high Page authority score means your page has the potential to rank well in search engine results.
2	DA	11	Domain authority is a measure of the power of a domain name and is one of many search engine ranking factors. Domain authority is based on three factors: Age, Popularity, and Size. SEO gurus Moz can be credited with the metric known as DA or domain authority
3	Moz Rank	3	MozRank quantifies link popularity and is Moz's version of Google's classic PageRank algorithm. Pages earn MozRank based on the other pages on the web that link to them and the MozRank of those linking pages. The higher the MozRank of the linking pages, the higher the MozRank of the page receiving those links.
4	Alexa Rank	NA	According to Alexa.com, "The traffic rank is based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and data obtained from other, diverse traffic data sources, and is a combined measure of page views and users (reach).
5	Alexa Site Linking	11	The number of sites linking in that Alexa reports is the number of websites in Alexa's crawl of the web that link to a given website. ... Alexa's crawl of the web is focused on pages that have measurable traffic.

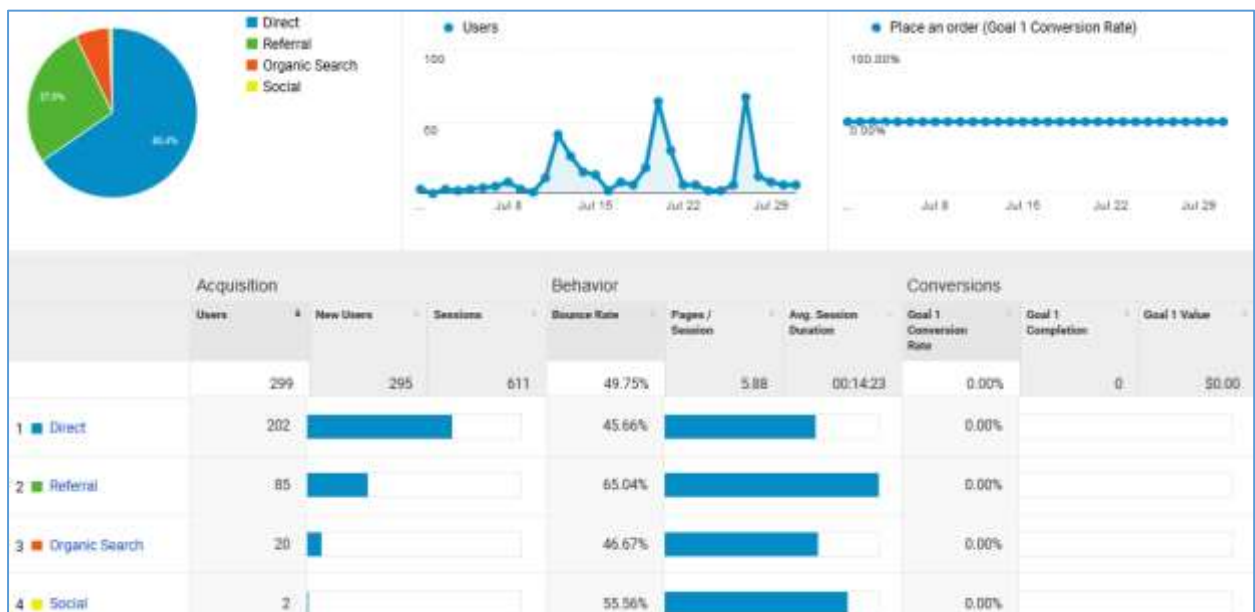
## Comparison after Six Month – Mar 2018

Sr. No	Stats	Stats 2017 - Nov	Stats - Mar 2018
1	PA	15	<b>33</b>
2	DA	11	<b>25</b>
3	Moz Rank	2	<b>6</b>
4	Alexa Rank	NA	<b>397,015</b>
5	Alexa Site Linking	5	<b>13</b>

## Organic Traffic Comparison after Six Month

When we Start working on website total organic traffic 20 Visitor per Month and bounce rate is 49.75% **Oct 2017**

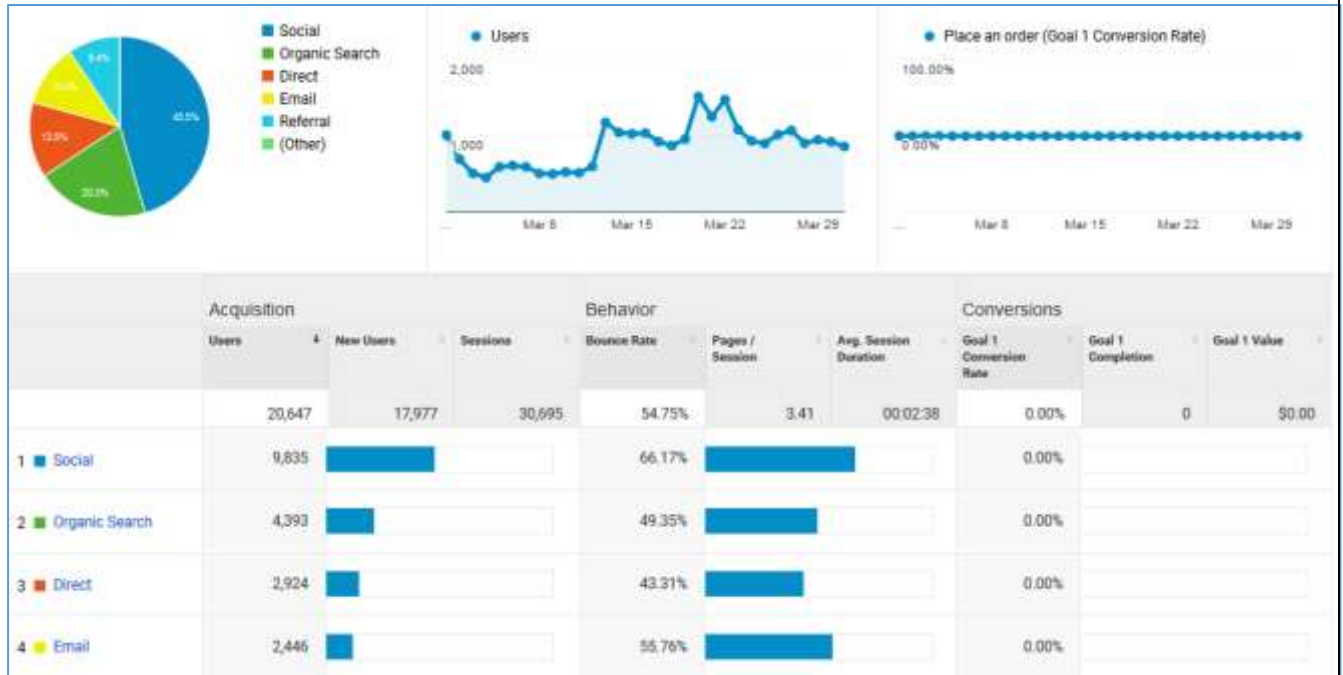
**Organic Traffic: 20**



After 6 Month website Organic Search Traffic 4393 visitor per month & Bounce Rate is 54.75%

**Mar 2018**

**Organic Traffic: 4393**



## Traffic Comparison by Targeted Country

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

## OCT 2017

Demographics	Country	Users	% Users
Language	1.  United States	5,243	35.50%
Country	2.  Germany	994	6.73%
City	3.  France	833	5.64%
System	4.  Russia	724	4.90%
Browser	5.  Australia	649	4.39%
Operating System	6.  Canada	575	3.89%
Service Provider	7.  United Kingdom	551	3.73%
Mobile	8.  Spain	329	2.23%
Operating System	9.  Italy	300	2.03%
Service Provider	10.  Poland	276	1.87%

## Mar 2018

Demographics	Country	Users	% Users
Language	1.  United States	11,592	55.71%
Country	2.  Germany	865	4.16%
City	3.  France	625	3.00%
System	4.  United Kingdom	615	2.96%
Browser	5.  Russia	603	2.90%
Operating System	6.  Australia	592	2.85%
Service Provider	7.  Canada	471	2.26%
Mobile	8.  Spain	458	2.20%
Operating System	9.  Netherlands	262	1.26%
Service Provider	10.  Italy	258	1.24%

# Google Webmaster Stats

## Google Webmaster Stats

Dec 2017

Total Clicks: 107

Total Impressions: 18,841

Avg. CTR. 0.57%

Avg. Position: 77.0

## Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your users' search patterns.

Clicks  Impressions  CTR  Position

**Queries**  Pages  Countries  Devices  Search Type  
No filter  No filter  No filter  No filter **Web**

Total clicks	Total impressions	Avg. CTR	Avg. position
107	18,841	0.57%	77.0

### Mar 2018

Total Clicks: 4987

Total Impressions: 97,274

Avg. CTR. 5.13%

Avg. Position 12.0

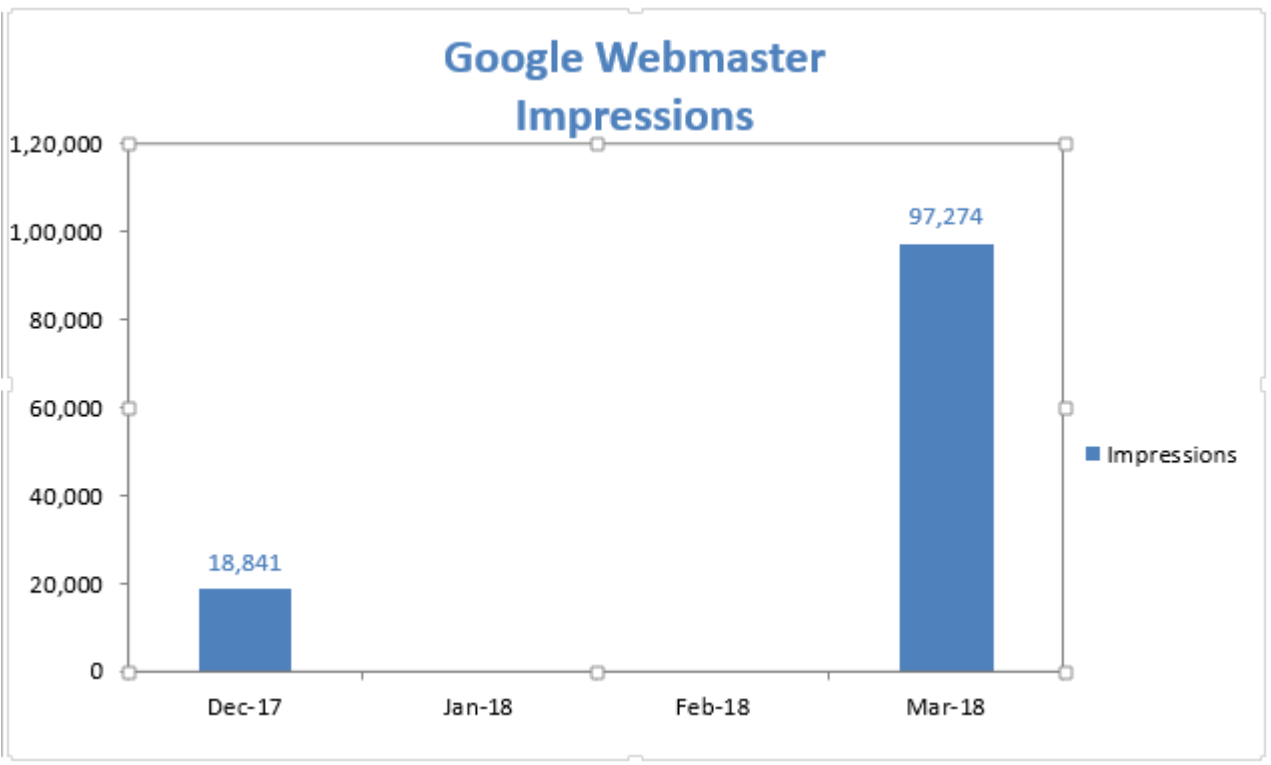
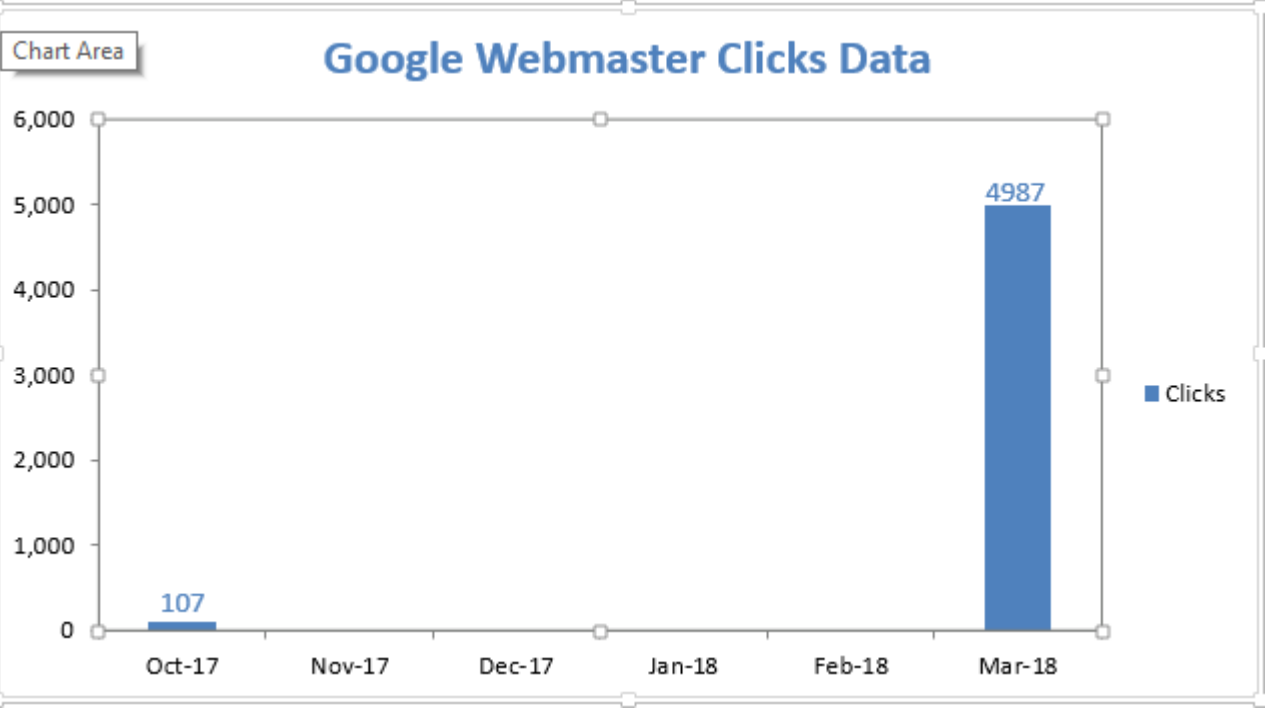
Clicks  Impressions  CTR  Position

**Queries**  Pages  Countries  Devices  Search Type  Search Appearance  
No filter  No filter  No filter  No filter **Web**  No filter

Dates  
**Mar 1 - Mar 31**

Total clicks	Total impressions	Avg. CTR	Avg. position
4,987	97,274	5.13%	12.0

Google Webmaster Improvement Stats by Graph



## Comparison of Keywords Ranking

Keyword Position Report		
Website URL - <a href="https://www.horusrc.com/">https://www.horusrc.com/</a>		
Keywords	Pre Position	Current Position
	Google.com	
	03-10-2017	18-04-2018
FrSky Radio Series	175	4
FrSky Accessories	220	2
FPV Power Stations	180	3
taranis qx7 for sale	230	1
FrSky Receiver Long Antenna	NA	2
Video TX/RX/OSD	NA	1

### At the end of the sixth month of SEO promotion. What did the Parvez Alam?

- An average of 5-10 leads each day via search engines
- Increased ROI when compared to PPC advertising
- Exceedingly higher success rate with minimal investment
- Their businesses have transformed from small & medium levels to a larger space driving business deals with people outside their local
- They are at the verge of referring clients to their colleagues due to over crowding of internet based leads in a particular day

**Finally, Parvez Alam transformed into Ultra Happy Client**