

SEO Case Study – <http://jrmhospitality.com.au>



Project Scope – SEO for attaining better rankings and more traffic to the website

Client Name – Kristin Jonasson

Business – Event Management (Hospitality Group)

Country of Origin – Australia

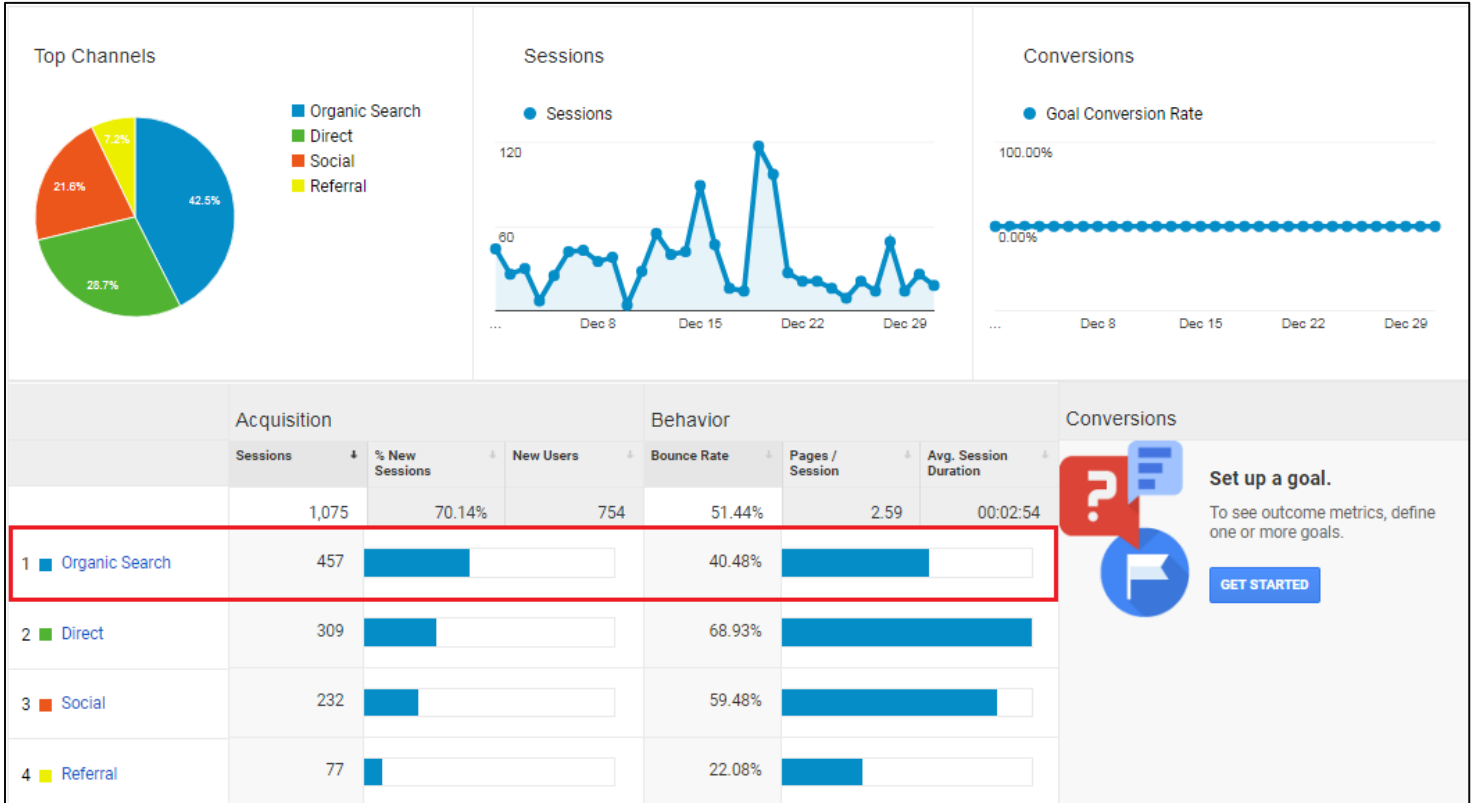
Target Geographical Location – Australia

Project Start Date – December 2016

JRM Hospitality Google Analytics Data

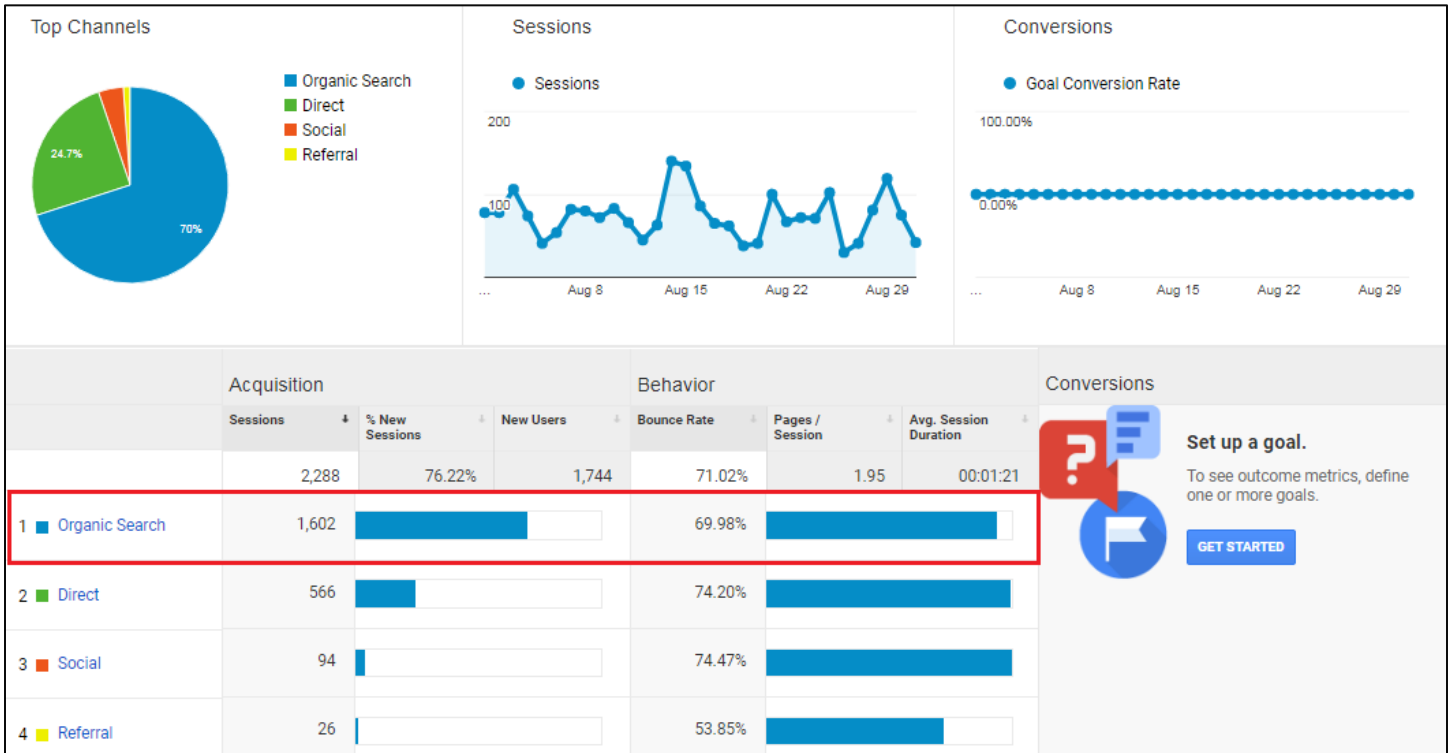
December, 2016:
Organic Traffic: 457

We have started getting traffic on our website in December month, till the date, the total visitors on our website are 1075 in which 457 have come from SEO work i.e. organics. Please see screen shots below:

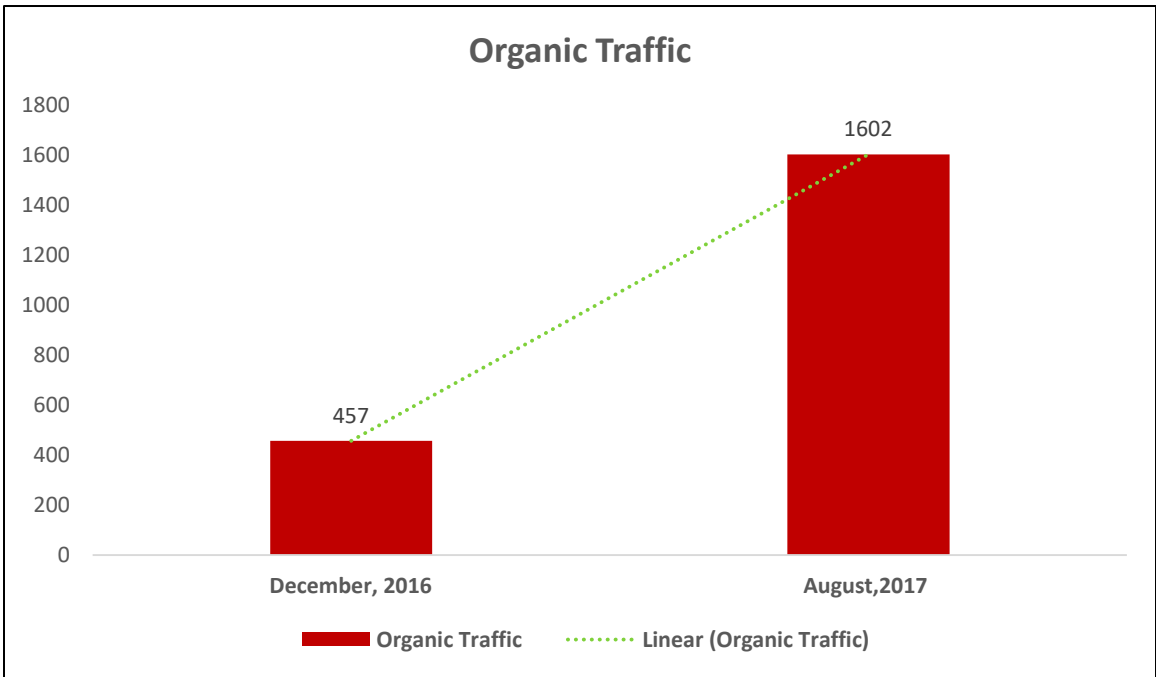


August, 2017

Organic Searches: 1602



Combined JRM Hospitality Google Analytics Data



JRM Hospitality Google Webmaster Clicks & Impressions Data

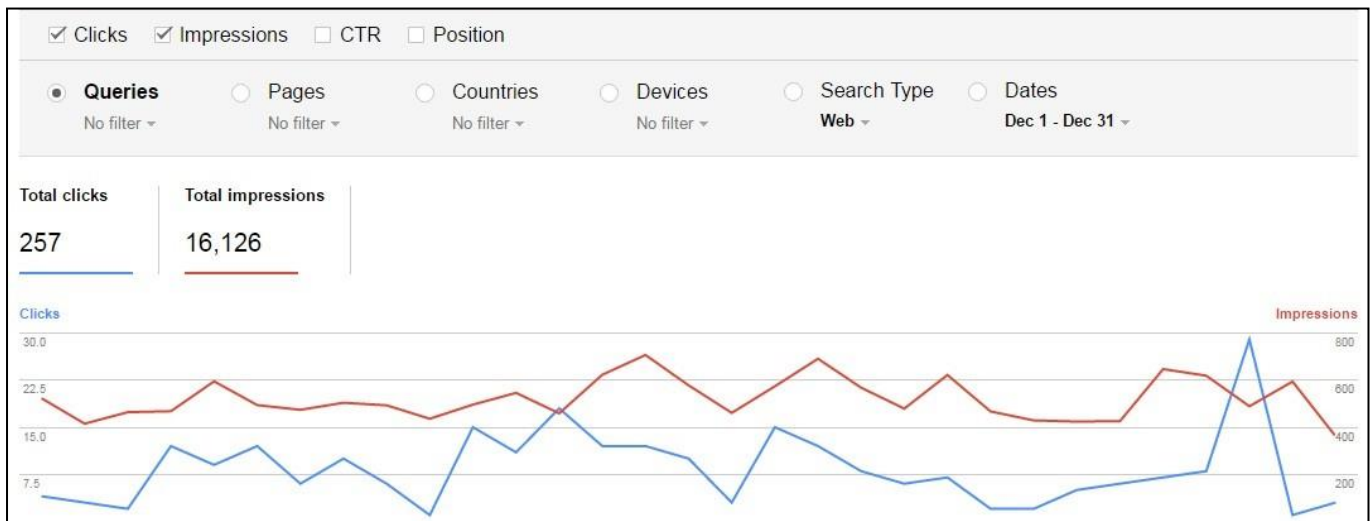
To further strengthen my claim, please have a look at the below Google Webmaster Clicks and Impressions data for December 2016 & August 2017:

December, 2016:

Clicks: 257

Impressions: 16126

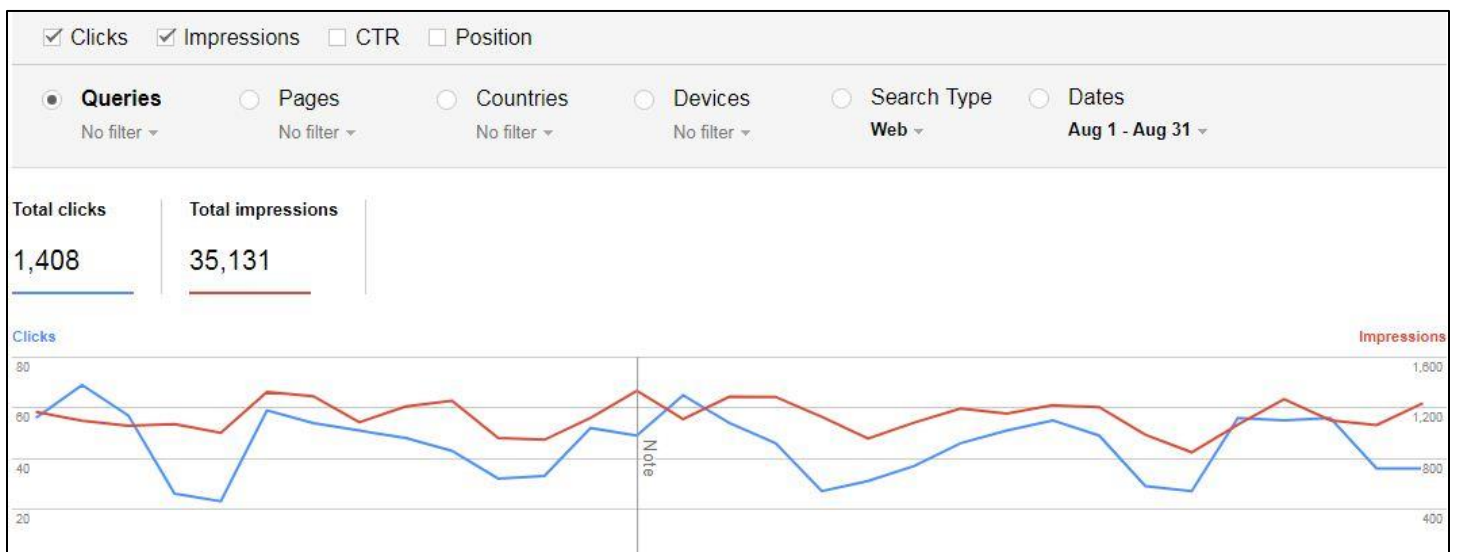
257 clicks and 16126 Impressions in April Months as in the below snapshot:



August, 2017:

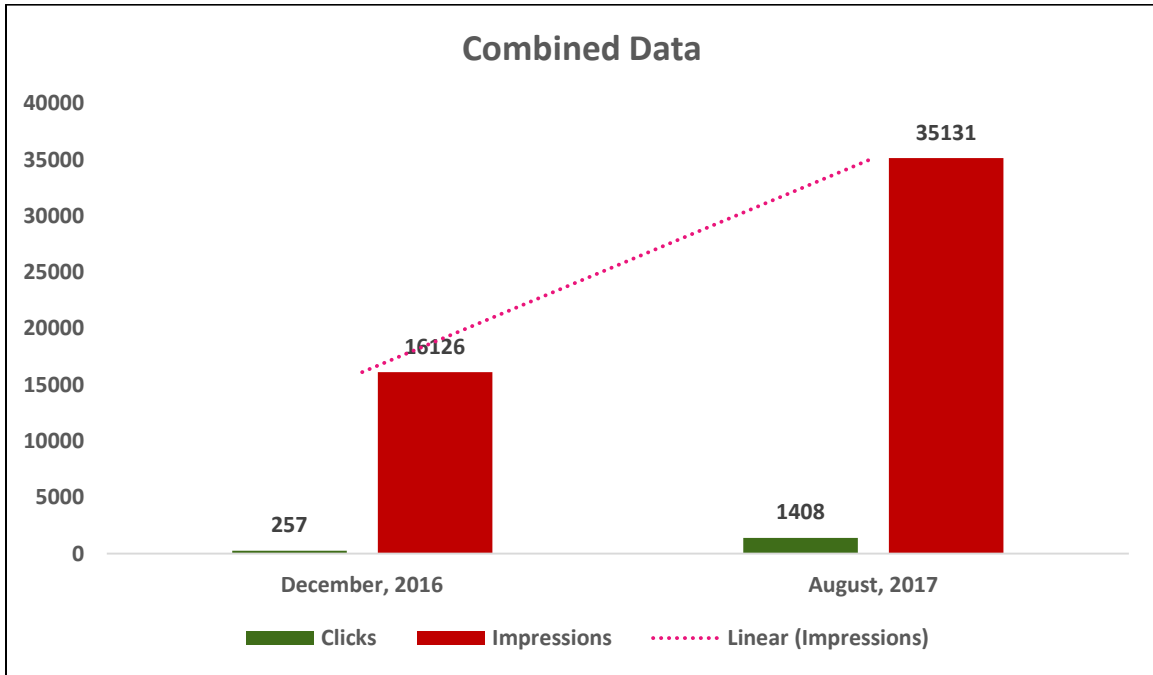
Clicks: 1408

Impressions: 35131

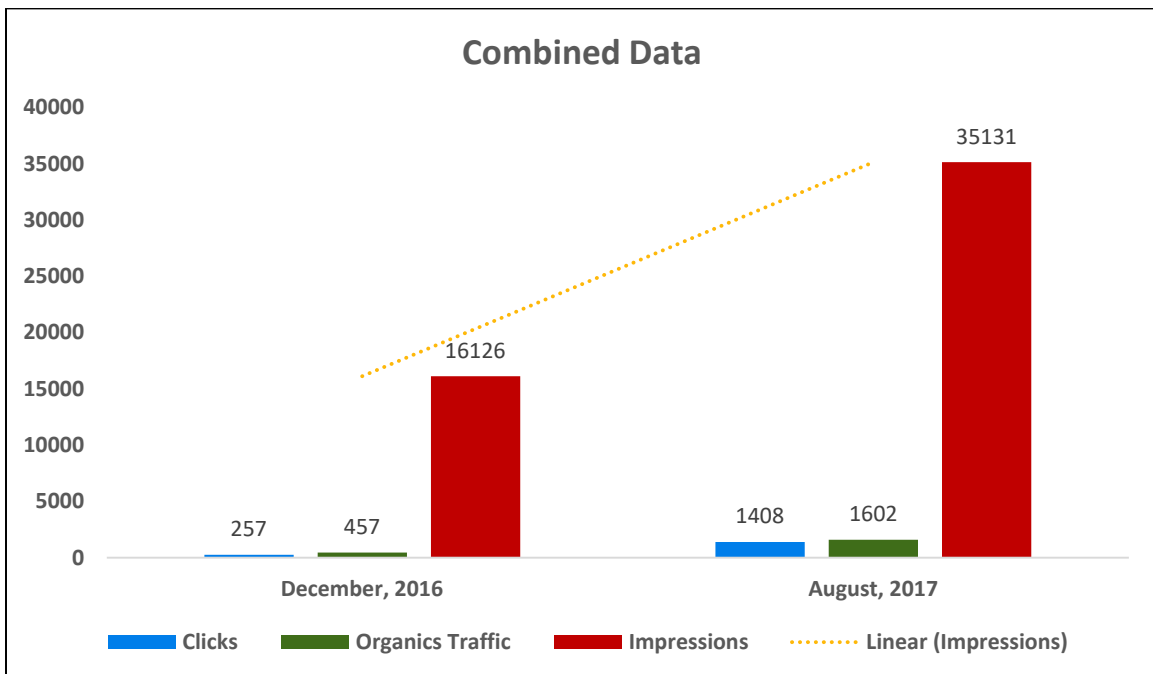


We have got a good amount of clicks and impressions on our website in August 2017 month which is still counting and will be increased as well. Please have a look at the snapshot below:

Combined JRM Hospitality Clicks And Impressions Data



Combined JRM Hospitality Google Webmaster & Analytics Data



10 Targeted Keyword For JRM Hospitality

Sr No	Keywords	Aug-17	Dec-16	Landing Pages
1	Hospitality Business Consulting	1	N/A	http://jrmhospitality.com.au/jrm-consulting/
2	Hospitality Consultants	1	N/A	http://jrmhospitality.com.au/jrm-consulting/
3	Corporate Event Staff	1	N/A	http://jrmhospitality.com.au/jrm-events/
4	Hospitality Consultant Sydney	1	120	http://jrmhospitality.com.au/jrm-consulting/
5	Private Events Staff	1	-	http://jrmhospitality.com.au/jrm-events/
6	HR Solution Sydney	2	N/A	http://jrmhospitality.com.au/jrm-hr/
7	Hospitality Consultant	2	N/A	http://jrmhospitality.com.au/jrm-consulting/
8	Hospitality Consulting Services	3	190	http://jrmhospitality.com.au/jrm-consulting/
9	Coaching Services Sydney	5	N/A	http://jrmhospitality.com.au/jrm-assist/
10	HR Services Sydney	5	N/A	http://jrmhospitality.com.au/jrm-hr/

JRM Hospitality Website Detail

Sr, no	Google Indexed	Domain Authority	Page Authority	Alexa Rank	Backlinks
September, 2017					
1	326	16	27	6561100	176
December, 2016					
1	82	NA	NA	NA	NA

I hope above stats have helped you in understanding what's going on the website and improvements we are getting over the time.

Please let me know your thoughts.



Thanks