SEO CASE STUDY

About Company

RackCo offers a simple, one-stop advantage for a set of IT hosting services for your small or medium sized enterprise. We work to accommodate your needs in a personal, professional experience that is hard to find among the crowd.

Client Requirement

- ✓ Rank Organically for the keywords related to their business in their locality on Google and other top search engines.
- ✓ Precise Map location at the top mapping sites with detailed listings.
- ✓ 100% Complete profiles on their business
- ✓ 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.
➢ We decided to do a study for clients (Kelly Rackco) who are into web hosting business.

Website Stats When We Started - Nov 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'sversion 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 – Nov 2017	Stats – Mar 2018
1	PA	15	**40**
2	DA	11	**31**
3	Moz Rank	3	**6**
4	Alexa Rank	NA	**1,667,201**
5	Alexa Site Linking	11	**45**

Organic Traffic Comparison after Six Month

When we Start working on website total organic traffic 65 Visitor per Month and bounce rate is 65.96%
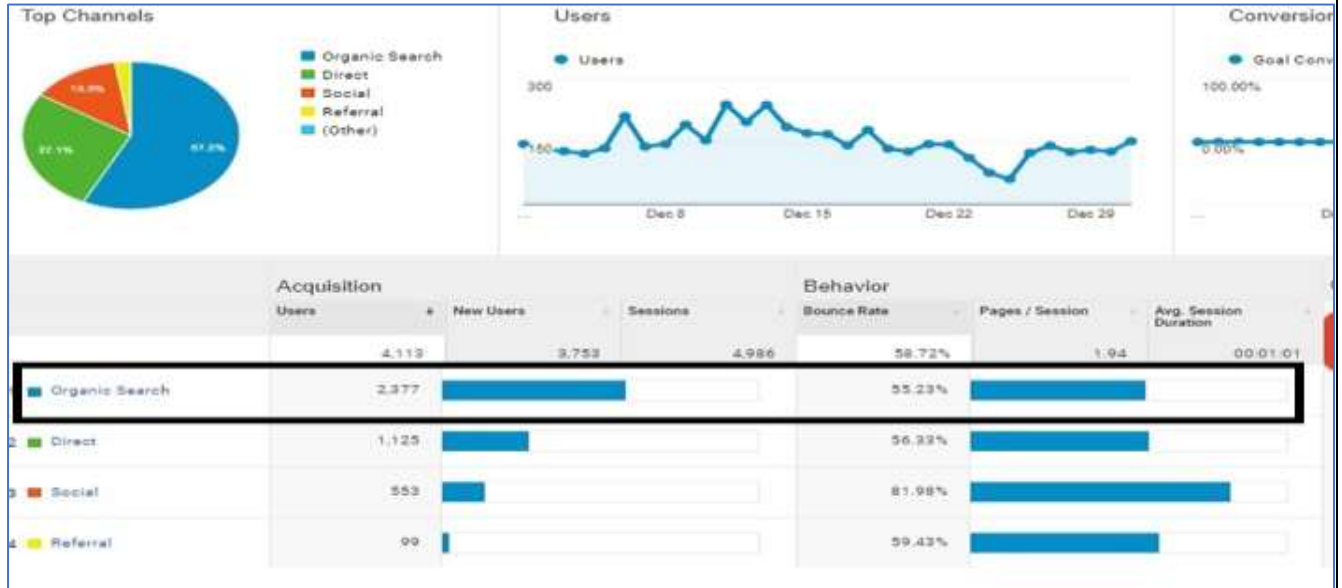
Nov 2017

Organic Traffic: 65
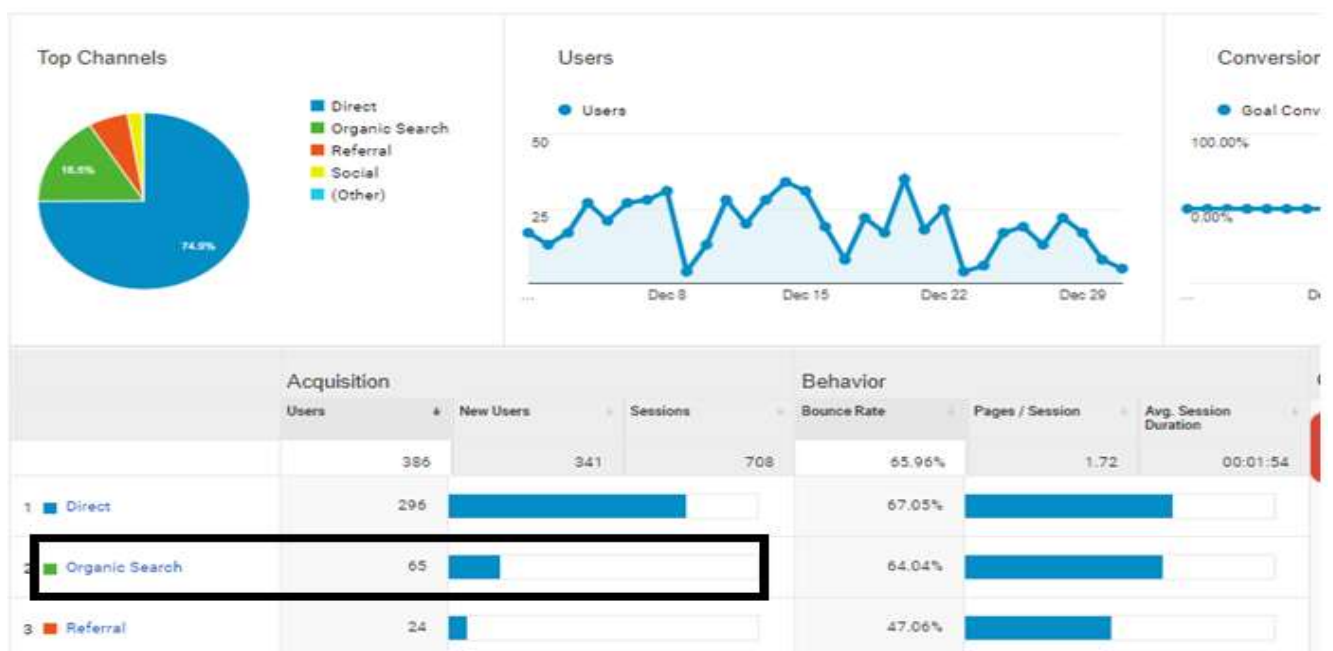
After 6 Month website Organic Search Traffic 2377 visitor per month & Bounce Rate is 56.33%

Mar 2017

Organic Traffic: 2377

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:
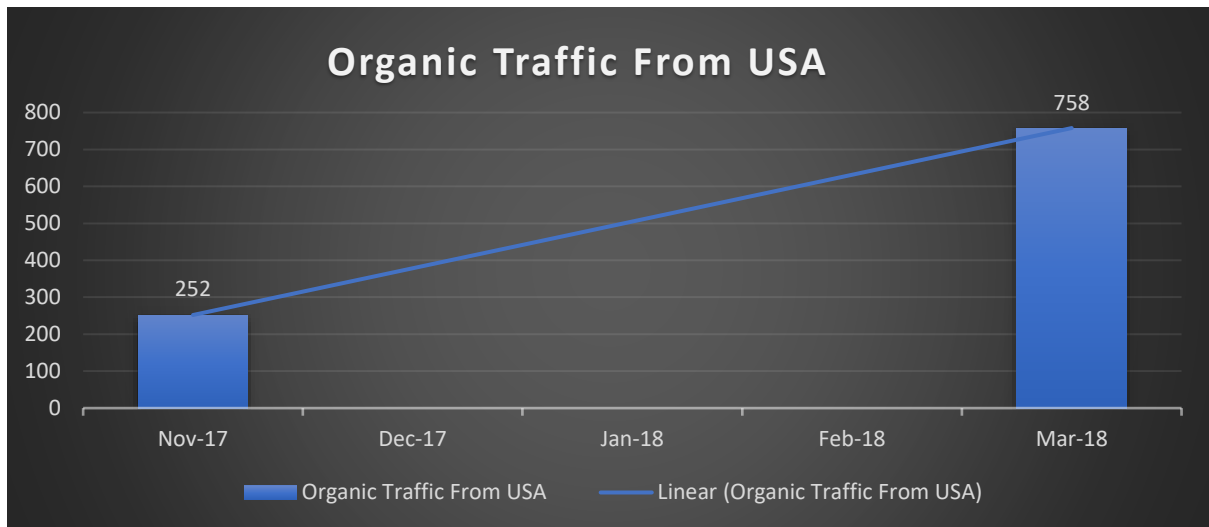
Nov 2017

Demographics		Country	Users	% Users
Language		1. 🇺🇸 United States	252	65.28%
Country	▸	2. 🇮🇳 India	37	9.59%
City		3. 🇺🇦 Ukraine	13	3.37%
System		4. 🇨🇳 China	10	2.59%
Browser		5. 🇨🇦 Canada	9	2.33%
Operating System		6. 🇬🇧 United Kingdom	6	1.55%
Service Provider		7. 🇦🇺 Australia	5	1.30%
Mobile		8. 🇵🇭 Philippines	5	1.30%
Operating System		9. 🇩🇪 Germany	4	1.04%
Service Provider		10. 🇫🇷 France	4	1.04%
Screen Resolution				view full report

Mar 2018

Demographics		Country	Sessions	% Sessions
Language		1. 🇺🇸 United States	758	93.35%
Country	▸	2. 🇮🇳 India	34	4.19%
City		3. (not set)	7	0.86%
System		4. 🇨🇦 Canada	4	0.49%
Browser		5. 🇦🇺 Australia	1	0.12%
Operating System		6. 🇱🇻 Latvia	1	0.12%
Service Provider		7. 🇳🇬 Nigeria	1	0.12%
Mobile		8. 🇳🇴 Norway	1	0.12%
Operating System		9. 🇵🇭 Philippines	1	0.12%
Service Provider		10. 🇵🇰 Pakistan	1	0.12%

Organic Traffic From USA

Google Webmaster Stats

Google Webmaster Stats

Nov **2017**

Total Clicks: 107

Total Impressions: 18,841

Avg. CTR. 0.57%

Avg. Position: 77.0

Mar 2018

Total Clicks: 1272

Total Impressions: 37562

Avg. CTR. 3.39%

Avg. Position 32.5

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
1,272	37,562	3.39%	32.5
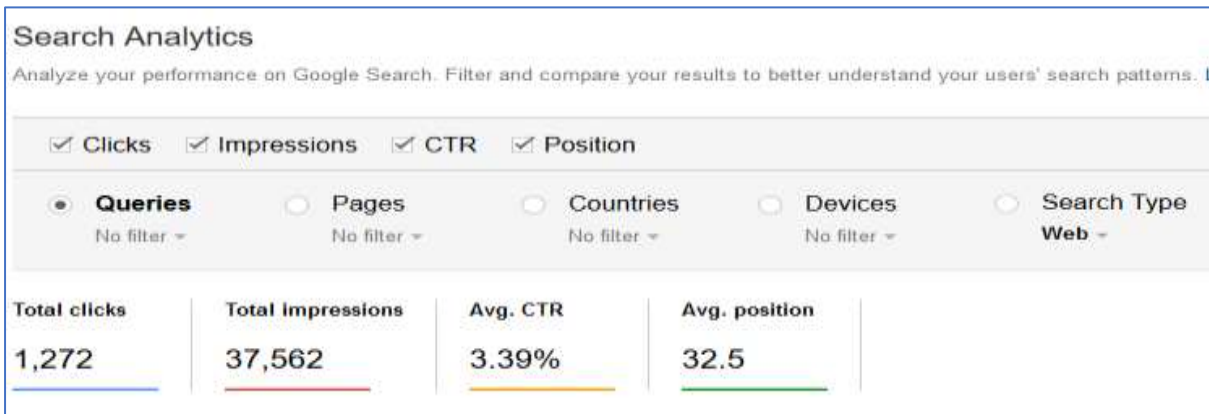
Google Webmaster Improvement Stats by Graph

Google Webmaster Clicks Data

	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
Clicks	107				1272

Google Webmaster Impressions

	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18
Impressions	18,841				37,562
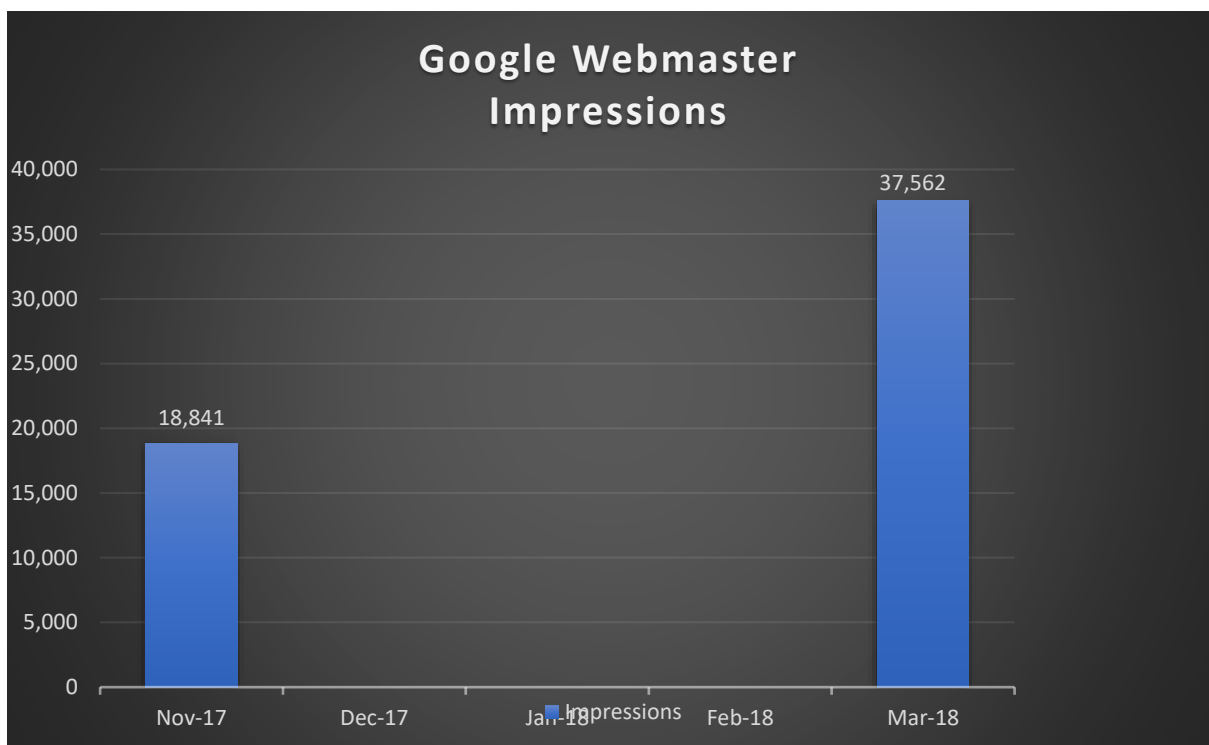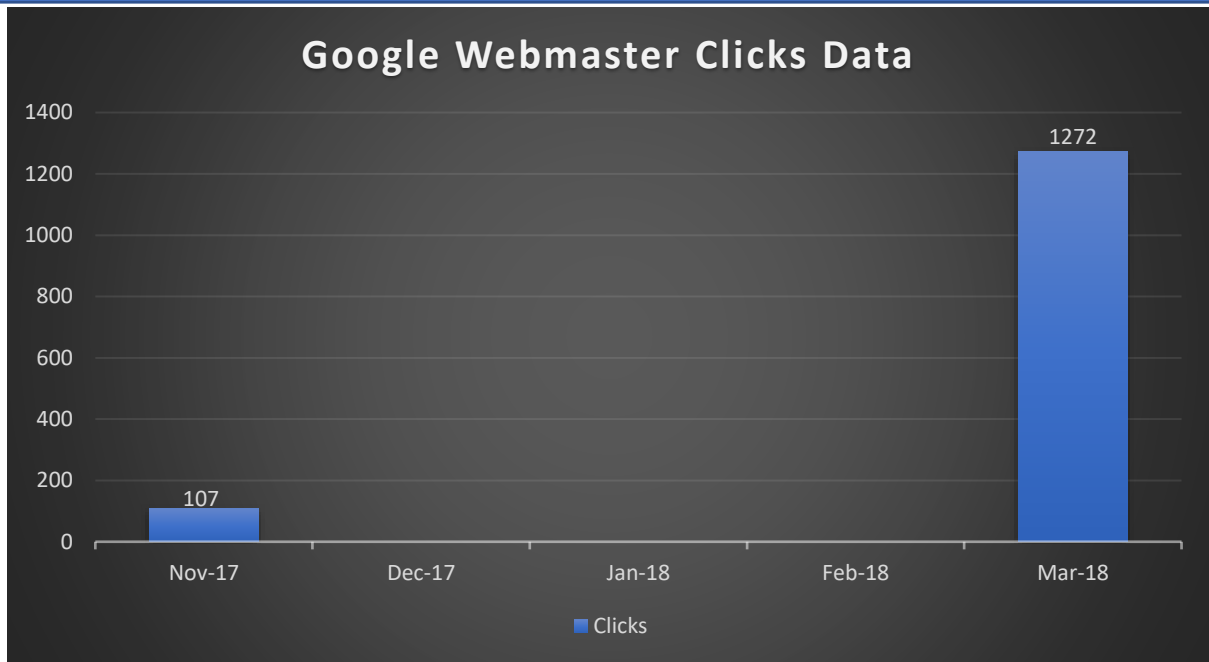
Comparison of Keywords Ranking

Keyword Position Report

Website URL : https://www.rackco.com

Keywords	Pre Position	Current Position
	Google.com	
	03-11-2017	15-04-2018
IT hosting services	353	12
Dedicated server solutions	230	8
Remote Backup Services	NA	6
Private Cloud Services	NA	4
SQL High-Availability Services	85	1
PBX Hosted Solutions	NA	14
Shared Web Hosting	NA	8
Virtual Private Servers	NA	2

At the end of the sixth month of SEO promotion. What did the Kelly Gain?

➢ 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 overcrowding of internet-based leads in a particular day

Finally, Kelly Rackco transformed into Ultra Happy Client of Softtrix Web Solution

Wish to be one among such successful clients of Softtrix?

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