

# SEO CASE STUDY REPORT

**BPC 157 CANADA**

**BY SOFTTRIX WEB  
SOLUTIONS**

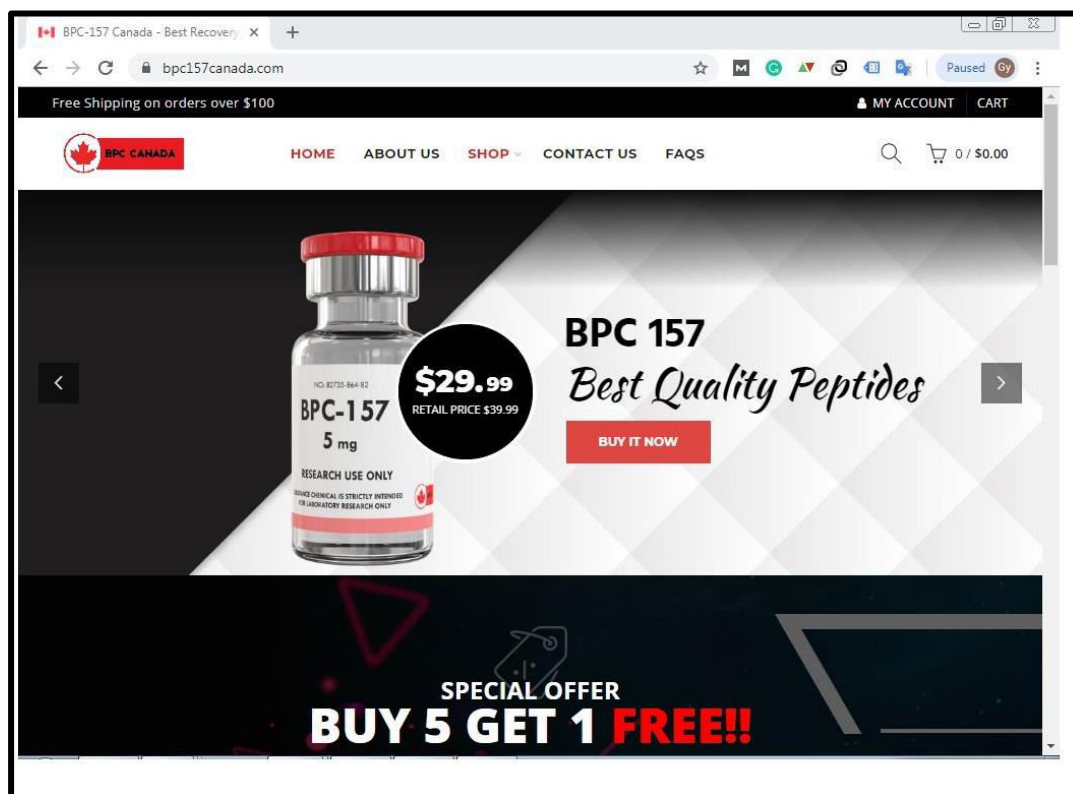
<https://bpc157canada.com/>

**Campaign Type** > **SEO**

**Client** > **Mridual Ahmed**

**Website** > **<https://bpc157canada.com>**

**Time period** > **April, 2019 to March 2019**



## ABOUT

BPC-157 is a peptide research chemical that is used to repair tendon, muscle, intestines, teeth, bone and more. BPC 157 injections also reduced inflammation in relating to both stomach ulcers and arthritis. stomach ulcers and arthritis

## Objective

When the BPC 157 got associated with Softrix Web Solutions in **April 2019**, its main goal was to boost organic traffic, as well as to improve SERP rankings in terms with the number of impressions & clicks.

## Challenges

Before joining hands with Softrix Web Solutions, BPC 157 didn't have a proper visibility on the keywords that would produce substantial organic traffic.

## Strategy

The first action plan was to do an in-depth analysis of the site's current performance & drawbacks. To achieve that milestone, we performed the strategy to captivate the interest of the audience which is as follows:

- Proactive with the audience present on social sites such as Reddit & Quora.
- Promotion of website via forums, engaging in discussions and sharing comments on similar blogs.

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# Results

Google organic traffic begins to increase. Below are some of the key highlights.

## Traffic Growth

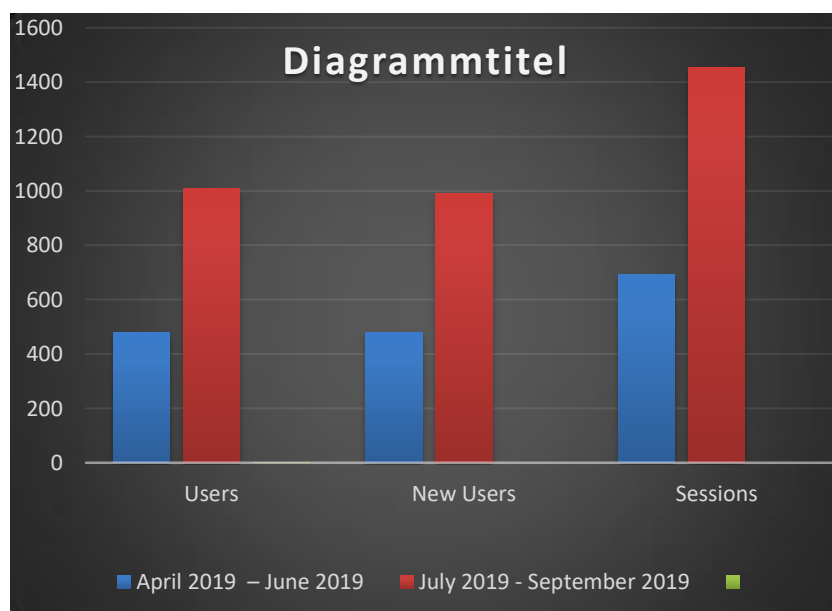
### Six Months Overall Traffic Growth

The analysis shown below gives the comparison of the SEO campaign from April 2019 till June 2019 & from July 2019 till September 2019.

Metrics	April 2019 - June 2019	July 2019 - September 2019
Users	480	1009
New Users	479	991
Sessions	692	1454

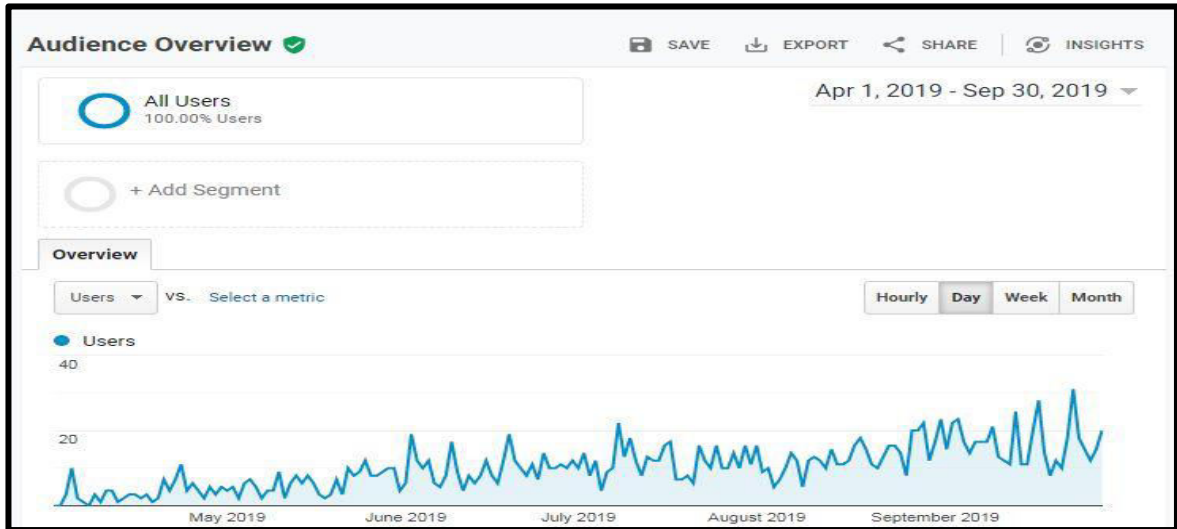
### Graphical Representation

The below graph shows the percentage growth of Overall Traffic



## Audience Overview Graph

Time Period – April 2019 to September 2019

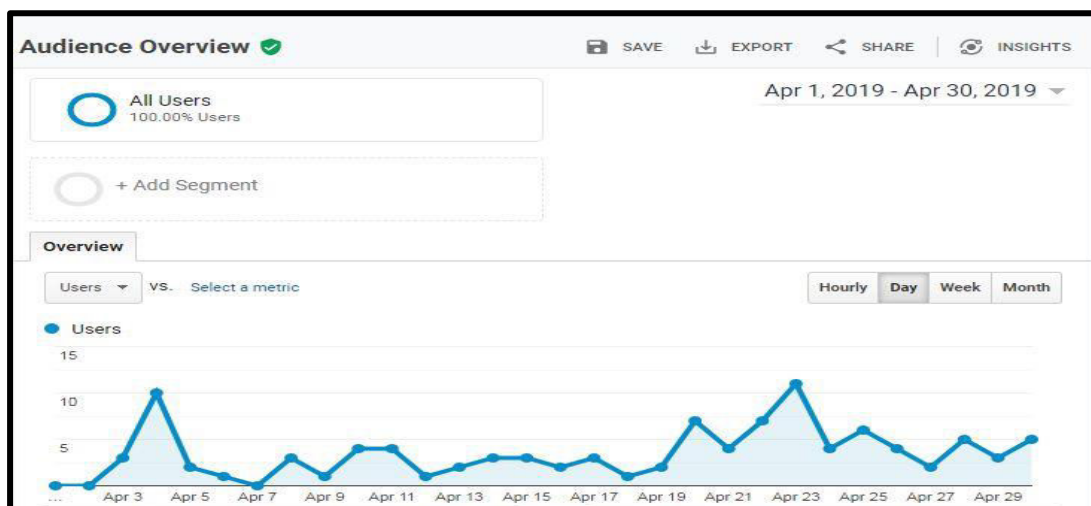


## Three Months Division Traffic Growth

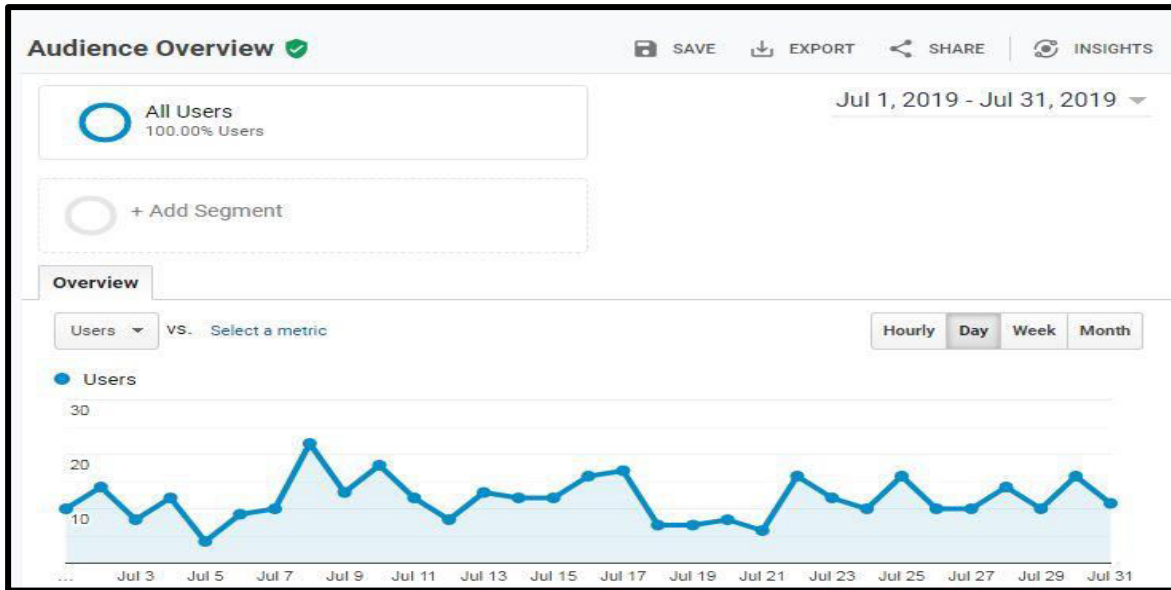
Metrics	April 2019	July 2019	September 2019
Users	78	300	428
New Users	77	286	402
Sessions	134	421	582

## Audience Overview Graph

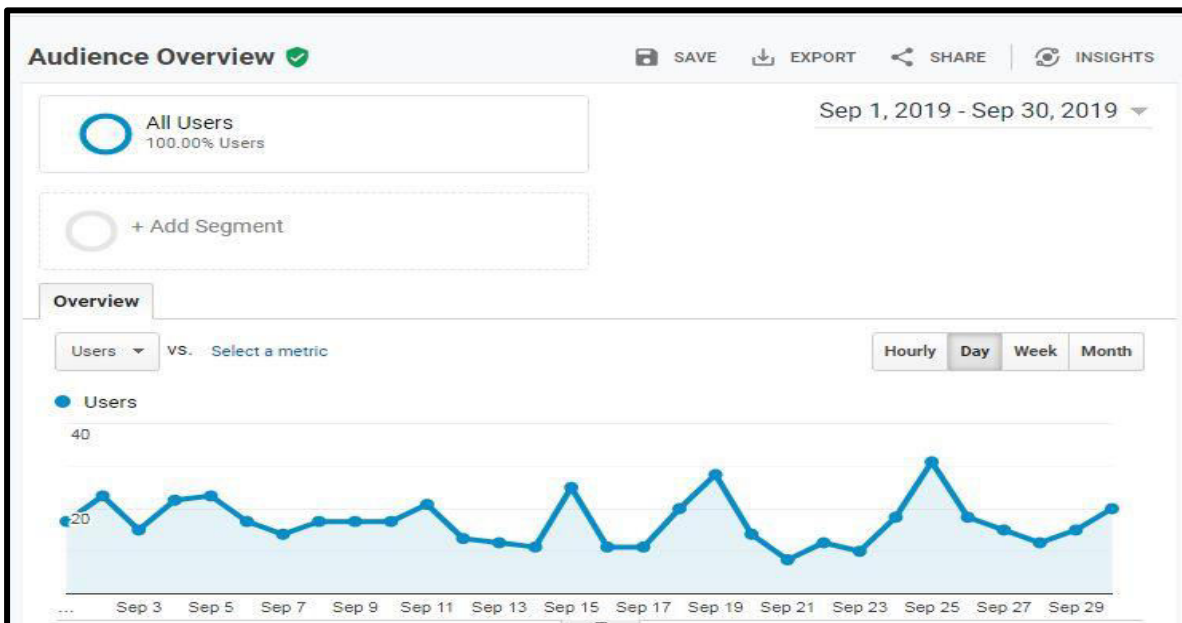
Time Period – April 2019



## Time Period – July 2019



## Time Period – September 2019



## Organic Traffic Growth

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

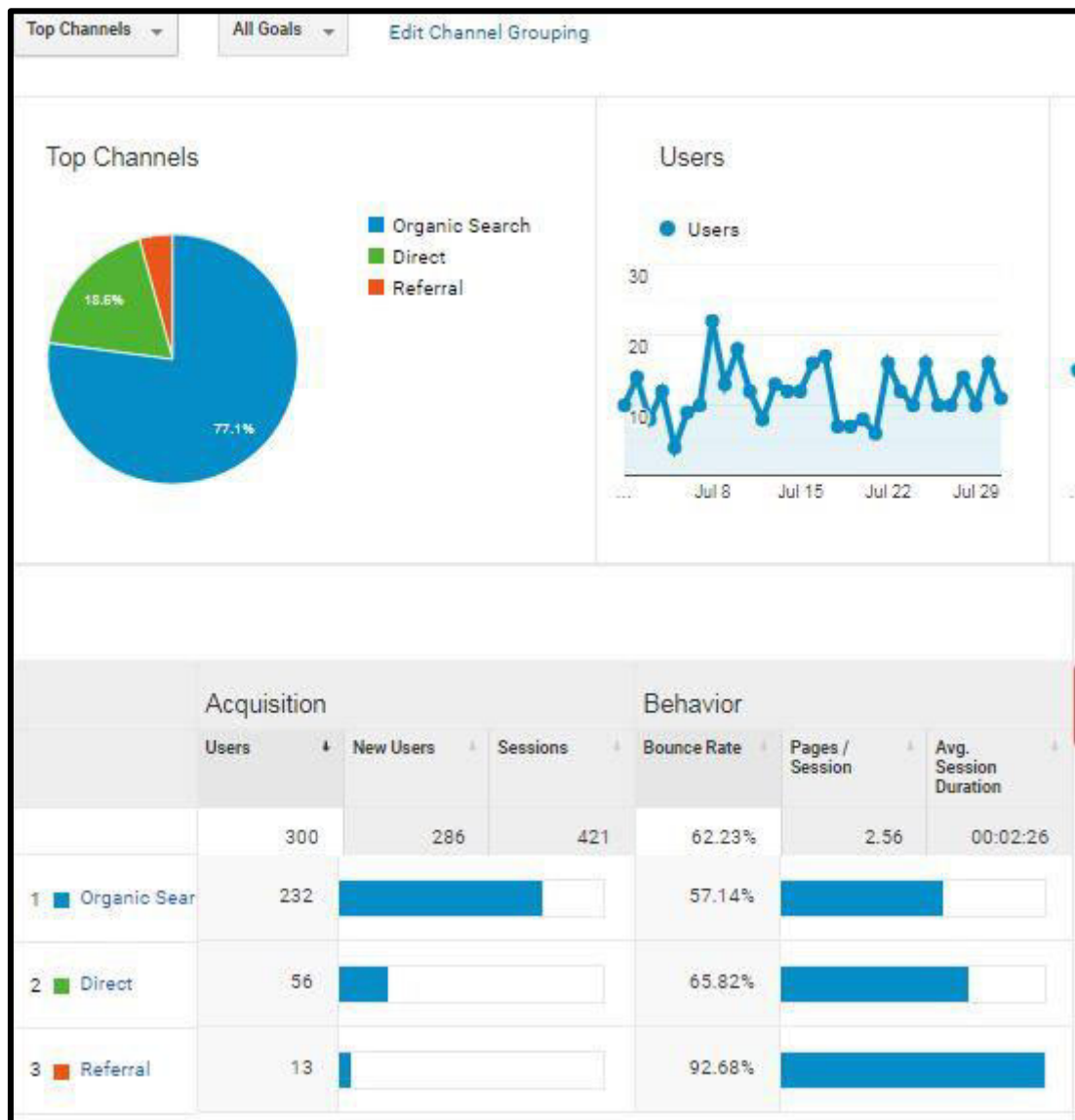
Metrics	April 2019	July 2019	September 2019
Organic Search	57	232	375

### Time Period – April 2019





## Time Period – July 2019



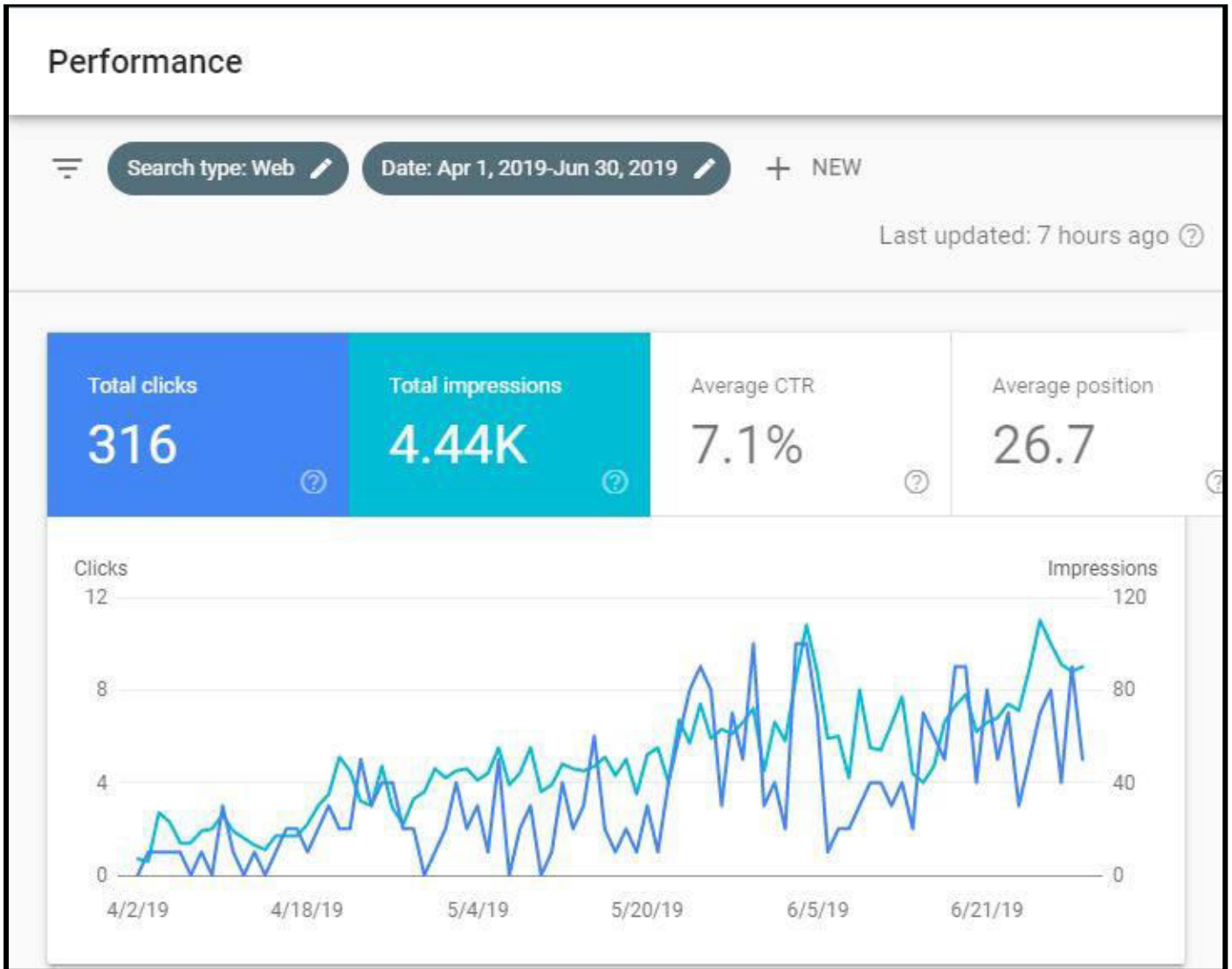
## Time Period – September 2019



# Impressions & Clicks

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

**Time Period – April 2019 to June 2019**



## Time Period – June 2019 to September 2019

### Performance



Search type: Web

Date: Jul 1, 2019-Sep 30, 2019

+ NEW

Last updated: 7 hours ago

Total clicks

963



Total impressions

11.2K



Average CTR

8.6%



Average position

18.8

Clicks

30

20

10

0

7/1/19

7/18/19

8/3/19

8/20/19

9/6/19

9/23/19

Impressions

225

150

75

0

## SEO Metrics Status

### Success Measurement Metrics

Not only Google Organic traffic, clicks & impressions begin to increase, but the authority level of the website was also impressive.

Metrics	April 2019	September 2019
DA	3	11
PA	5	15

## Top 10 Keywords Ranking

Keywords	Initial Ranking	Ranking in September
Bpc-157	NA	9
Peptide canada	NA	2
Canadian Peptides	NA	3
Bpc157 Canada	NA	4

# Client Feedback

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**Mridul Ahmed**

Lalit

You are doing great job with BPC seo. Keep up the good work.  
Thanks