

SEO Case Study Report



Gym Insurance HQ



Project Url:

<https://gyminsurancehq.com.au/>

Project Name : Gym Insurance HQ

Client Name : Adam Pile

Location: Australia

Time Frame: 8 Months

Index

- Introduction
- Google Analytics Data
 - Organic Traffic Data
 - Combined Organic Traffic Data
 - Targeted Location Data
- Google Webmaster Data
 - Search Analytics Data
 - Combined Search Analytics Data
- Targeted Keywords
- Client Feedback

Gym Insurance HQ Introduction

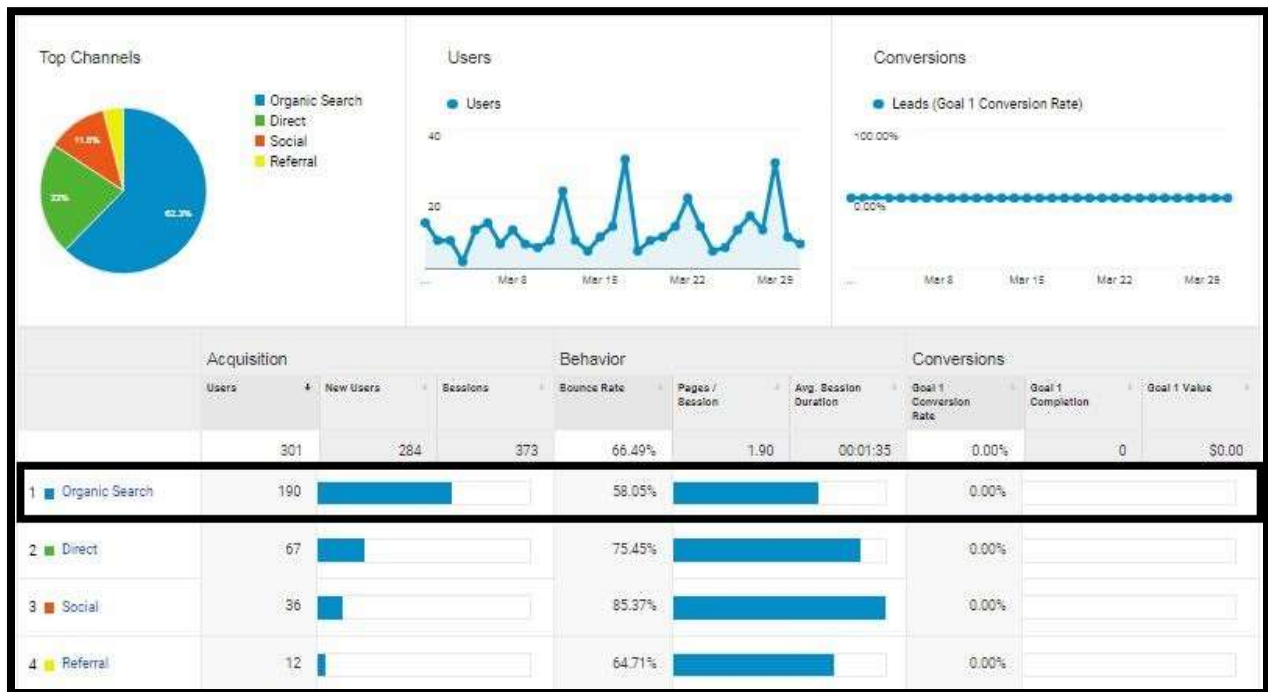
SEO case study report is based on Gym Insurance HQ which is main Fitness insurance provider in Australia. To perform the analysis of Gym Insurance HQ, the report will make use of google analytics and webmaster which are important in determining the organic traffic, clicks and impressions. Gym Insurance HQ, is a powerful brand that provides amazing policies and deals to their clients or members.

Google Analytics Data

March, 2018:

Organic Traffic: 190

We have started getting traffic on our website in March month, till the date, the total visitors on our website are 301 in which 190 have come from SEO work i.e. organics. Please see screen shots below:

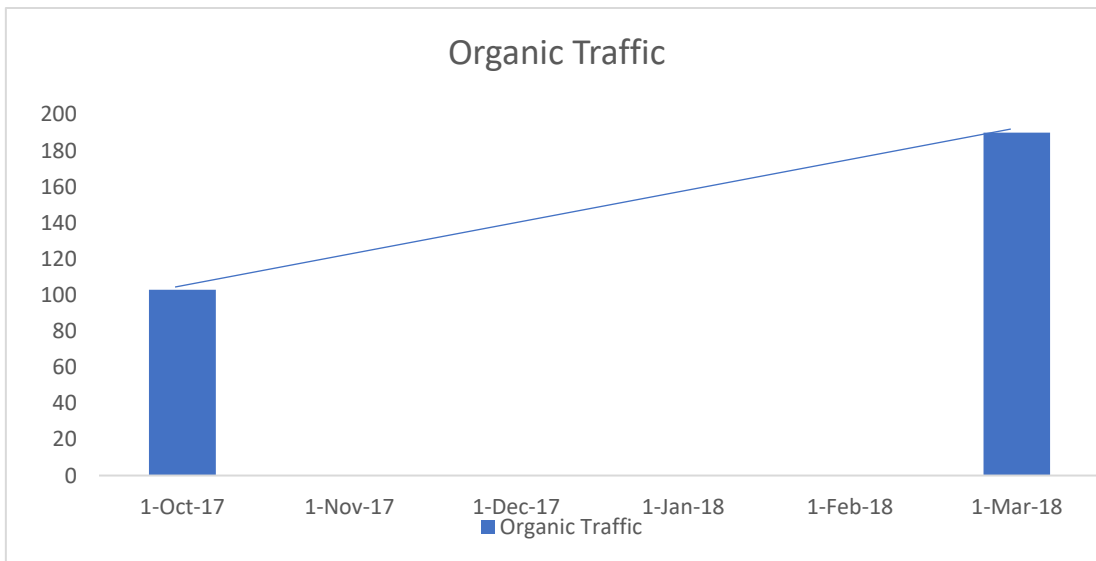


October, 2017:

Organic Traffic: 103



Combined Google Analytics Data



Targeted Location Google Analytics Data

March, 2018:

Users : 143

Country	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	190 % of Total: 63.12% (301)	176 % of Total: 61.97% (284)	205 % of Total: 64.96% (373)	58.05% Avg for View: 66.49% (-12.69%)	2.20 Avg for View: 1.98 (16.07%)	00:01:41 Avg for View: 00:01:35 (6.56%)
1. Australia	143 (75.26%)	132 (75.00%)	151 (73.66%)	49.67%	2.54	00:02:03
2. United Kingdom	8 (4.21%)	8 (4.55%)	8 (3.90%)	87.50%	1.12	00:00:09
3. United States	8 (4.21%)	8 (4.55%)	8 (3.90%)	100.00%	1.00	00:00:00
4. India	7 (3.68%)	4 (2.27%)	14 (6.83%)	64.29%	1.57	00:02:14
5. Brazil	4 (2.11%)	4 (2.27%)	4 (1.95%)	50.00%	1.50	00:00:21
6. Philippines	3 (1.58%)	3 (1.70%)	3 (1.46%)	100.00%	1.00	00:00:00
7. Canada	2 (1.05%)	2 (1.14%)	2 (0.98%)	100.00%	1.00	00:00:00
8. Peru	2 (1.05%)	2 (1.14%)	2 (0.98%)	50.00%	1.50	00:00:22
9. Pakistan	2 (1.05%)	2 (1.14%)	2 (0.98%)	100.00%	1.00	00:00:00
10. Belarus	1 (0.53%)	1 (0.57%)	1 (0.49%)	100.00%	1.00	00:00:00

October, 2017:

Users : 81

Country	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	103 % of Total: 59.54% (173)	93 % of Total: 57.41% (162)	147 % of Total: 81.76% (284)	53.06% Avg for View: 66.54% (-9.82%)	2.62 Avg for View: 2.60 (0.68%)	00:02:58 Avg for View: 00:04:44 (-37.30%)
1. Australia	81 (78.64%)	75 (80.65%)	100 (68.03%)	45.00%	2.87	00:03:28
2. India	4 (3.88%)	1 (1.08%)	8 (5.44%)	37.50%	4.62	00:07:53
3. United States	4 (3.88%)	3 (3.23%)	25 (17.01%)	84.00%	1.16	00:00:53
4. France	2 (1.94%)	2 (2.15%)	2 (1.36%)	100.00%	1.00	00:00:00
5. Philippines	2 (1.94%)	2 (2.15%)	2 (1.36%)	0.00%	4.50	00:01:18
6. Argentina	1 (0.97%)	1 (1.08%)	1 (0.68%)	100.00%	1.00	00:00:00
7. Botswana	1 (0.97%)	1 (1.08%)	1 (0.68%)	100.00%	1.00	00:00:00
8. Colombia	1 (0.97%)	1 (1.08%)	1 (0.68%)	100.00%	1.00	00:00:00
9. Germany	1 (0.97%)	1 (1.08%)	1 (0.68%)	0.00%	2.00	00:00:15
10. Algeria	1 (0.97%)	1 (1.08%)	1 (0.68%)	100.00%	1.00	00:00:00

Google Webmaster Data

To further strengthen my claim, please have a look at the below Google Webmaster Clicks and Impressions data for October 2017 & March 2018:

March, 2018:

Clicks : 164

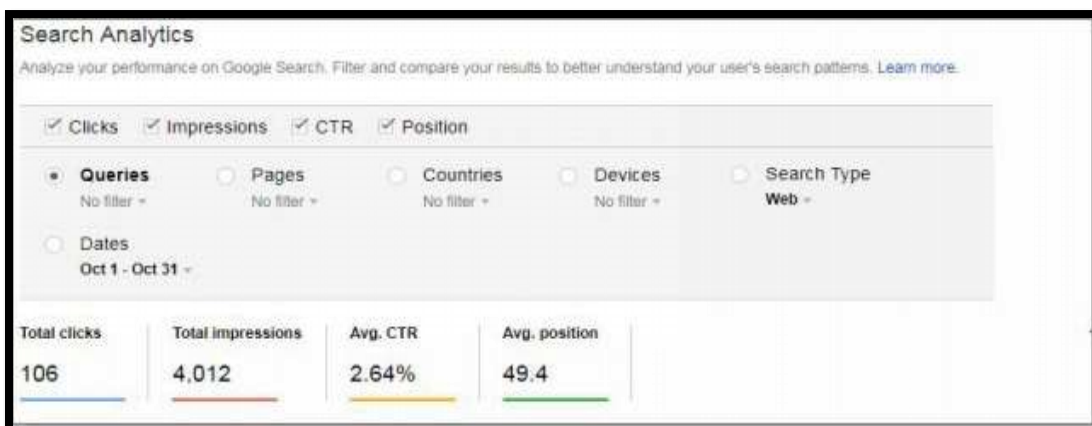
Impressions: 7169



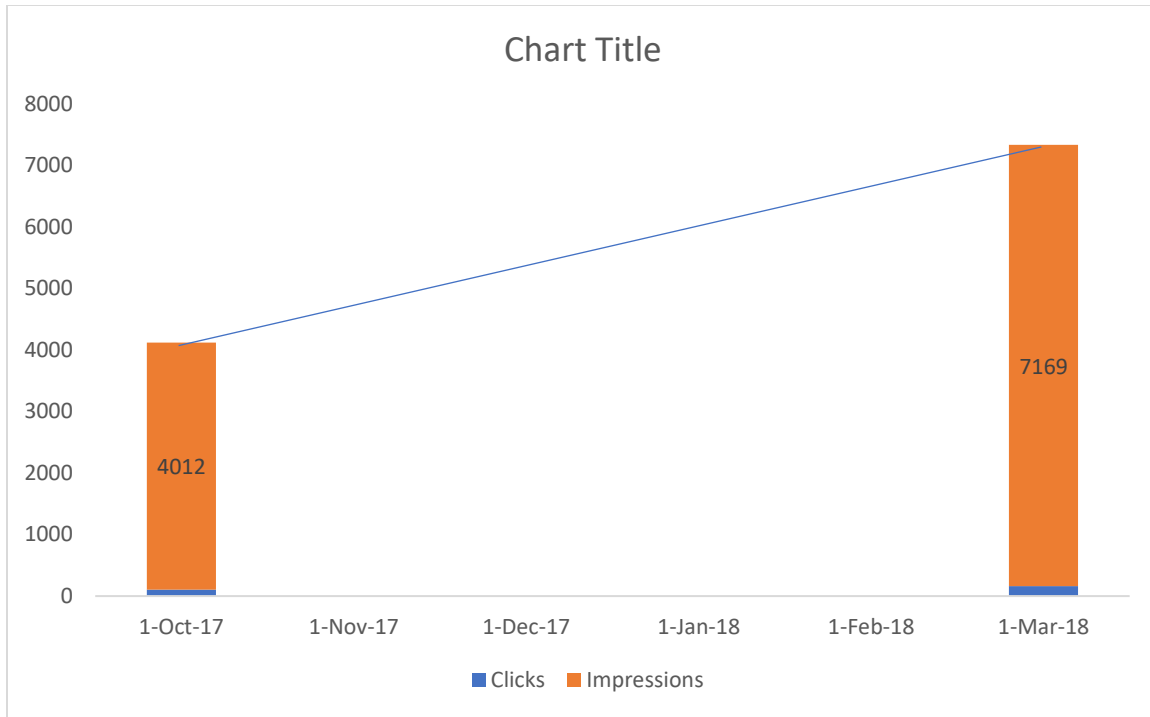
October, 2017:

Clicks: 106

Impressions: 4012



Combined Google Webmaster Data



Targeted Keywords

This is the overview for Gym Insurance HQ 16-month ranking campaign. We mentioned here some of the keywords that are targeted during our SEO optimization. We started to target these keywords in October, 2017. If we compare keyword rankings between October and March, you can see that all keywords are on the gradual and steady rise.

S. NO	KEYWORDS	March-18	Oct-2017
1	Gym insurance	3	14
2	Gym insurance Australia	5	23
3	Gym insurance cost	1	17
4	Gym insurance online	1	26
5	Gym insurance online Australia	1	21
6	Gym insurance average cost	2	33
7	Cheap Fitness centre insurance	2	74
8	Cheap Boot camp insurance	15	Not in 200
9	Cross fit insurance	3	82
10	Cheap gym insurance Australia	2	49