

SEO CASE STUDY



Prepared For: Truck Insurance HQ

Website: <https://truckinsurancehq.com>

Target Location: Australia

Client Acceptation – Traffic & Ranking

Website Stats When We Started - Sep 2017

Sr. No	Stats	Status	Importance
1	PA	4	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	7	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	2	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	4	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 focussed on pages that have measurable traffic.

Comparison after Six Month – Mar 2018

Sr. No	Stats	Stats – Sep 2017	Stats – Mar 2018
1	PA	7	27
2	DA	4	14
3	Moz Rank	2	4
4	Alexa Rank	NA	12,568,115
5	Alexa Site Linking	4	8

Organic Traffic Comparison after Six Month

Sep, 2017

Organic Traffic: 35

We have started getting traffic on our website in Sep month, till the date, the total visitors on our website are 1240 in which 1013 have come from SEO work i.e. organics. Please see screen shots below:



Mar, 2018

Organic Searches 1013

	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
Total	1,240	82.90%	1,028	0.32%	4.34	00:01:55	0.00%	0	\$0.00
1 Organic Search	1,013			0.00%			0.00%		
2 Direct	128			1.56%			0.00%		
3 Referral	68			2.94%			0.00%		
4 Social	31			0.00%			0.00%		

Traffic Comparison by Targeted Country

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

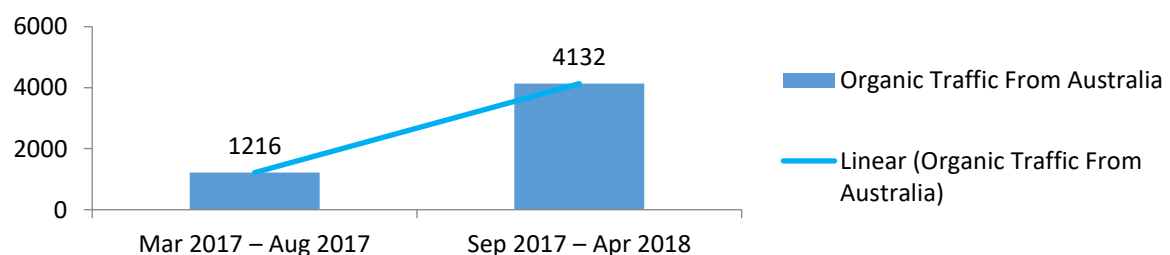
Mar 2017 – Aug 2017

Demographics	Country	Users	% Users
Language	1. Australia	1,216	63.63%
Country	2. United States	340	17.79%
City	3. India	110	5.76%
System	4. Brazil	53	2.77%
Browser	5. Canada	27	1.41%
Operating System	6. United Kingdom	13	0.68%
Service Provider	7. Germany	9	0.47%
Mobile	8. Nigeria	7	0.37%
Operating System	9. Philippines	7	0.37%
Service Provider	10. South Africa	7	0.37%

Sep 2017 – Apr 2018

Demographics	Country	Users	% Users
Language	1. Australia	4,132	71.75%
Country	2. United States	579	10.05%
City	3. India	362	6.29%
System	4. Ukraine	78	1.35%
Browser	5. Philippines	48	0.83%
Operating System	6. United Kingdom	45	0.78%
Service Provider	7. China	36	0.63%
Mobile	8. Germany	33	0.57%
Operating System	9. Canada	26	0.45%
Service Provider	10. Brazil	21	0.36%

Organic Traffic From Australia



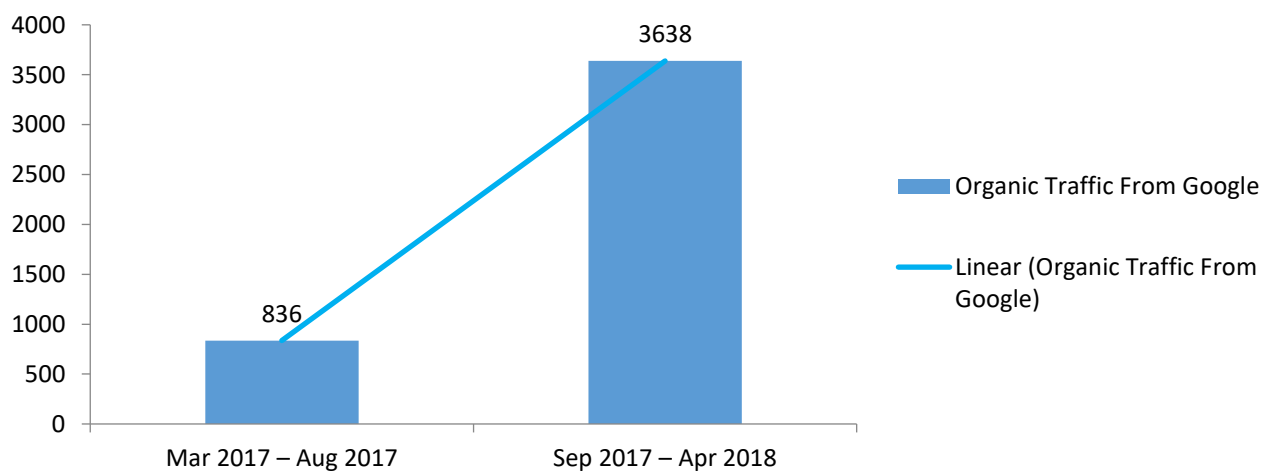
Organic Traffic by Google

We just wanted to have most of the traffic coming through our website from Google. You can check positive results for this goal in following stats:

Source	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Thank You Page (Goal 1 Conversion Rate)	Thank You Page (Goal 1 Completions)	Thank You Page (Goal 1 Value)

1. google	3,638 (93.09%)	3,577 (93.13%)	4,462 (93.46%)	0.04%	4.24	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. bing	235 (6.01%)	230 (5.99%)	272 (5.70%)	0.00%	5.90	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. yahoo	29 (0.74%)	28 (0.73%)	33 (0.69%)	0.00%	4.42	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. yandex	3 (0.08%)	3 (0.08%)	4 (0.08%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. ask	2 (0.05%)	2 (0.05%)	2 (0.04%)	0.00%	4.00	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. images.google	1 (0.03%)	1 (0.03%)	1 (0.02%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Organic Traffic From Google



Google Webmaster Stats

Google Webmaster Stats

August **2017**

Total Clicks: 53

Total Impressions: 3245

Avg. CTR. 1.63%

Avg. Position: 50.9

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks Impressions CTR Position

Queries Pages Countries Devices Search Type Dates
No filter ▾ No filter ▾ No filter ▾ No filter ▾ **Web** ▾ **Aug 1 - Aug 31** ▾

Total clicks	Total impressions	Avg. CTR	Avg. position
53	3,245	1.63%	50.9

Mar 2018

- Total Clicks: 422
- Total Impressions: 13663
- Avg. CTR. 3.09%
- Avg. Position 36.3

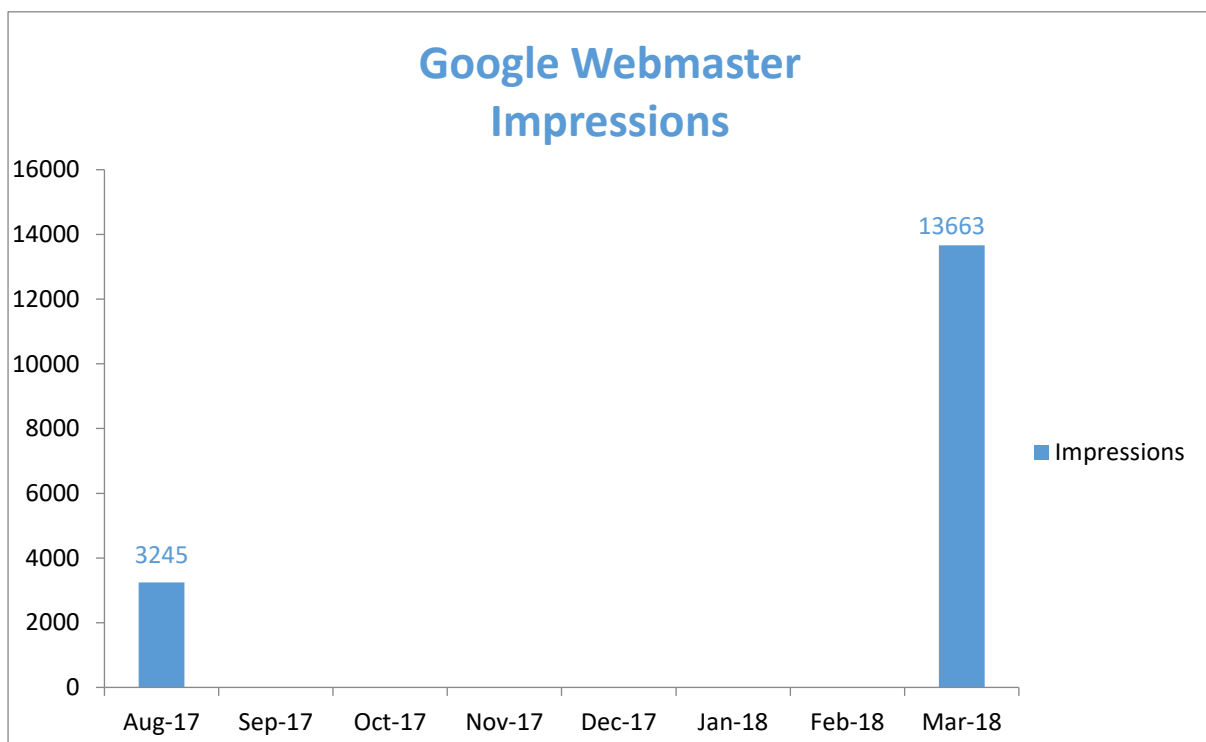
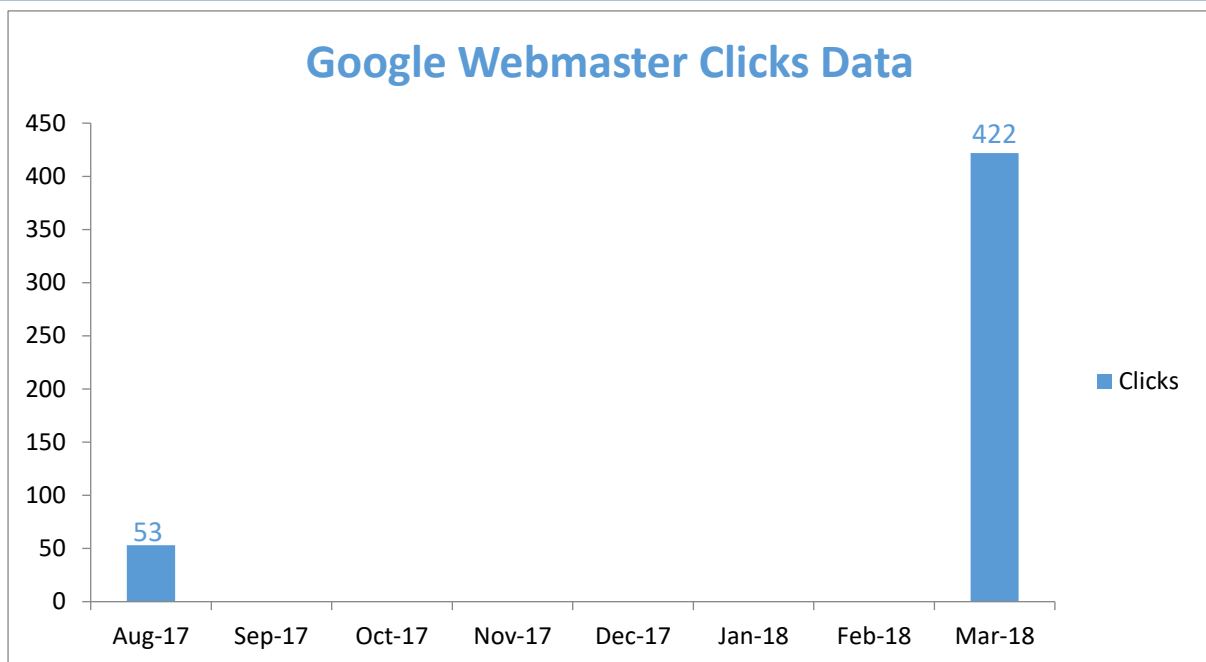
Clicks Impressions CTR Position

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
422	13,663	3.09%	36.3

Google Webmaster Improvement Stats by Graph



Comparison of Keywords Ranking

We wanted to have most of the keywords ranked on 1st page of Google so that we can generate leads. When we started keywords were not in ranking but now you can check, most of the keywords are on 1st page of Google.

Sr. No.	Keywords	16-Sep-17	Initial Ranking
1	Truck Insurance	7	45
2	Concrete truck insurance	1	Not In 200
3	save on truck insurance	1	Not In 200
4	Affordable truck insurance brokers	1	Not In 200
5	Affordable truck insurance	1	Not In 200
6	Big Truck Insurance	6	Not In 200
7	commercial truck insurance	4	Not In 200
8	Truck Insurance Australia	1	44
9	Online Truck Insurance	1	Not In 200
10	Truck Insurance Quotes	1	87
11	truck insurance brokers	9	68
12	cheap truck insurance	6	Not In 200
13	comprehensive truck insurance	1	Not In 200
14	online truck insurance quotes	1	Not In 200
15	Australian truck insurance	1	Not In 200
16	Fleet Truck Insurance	4	Not In 200
17	Tow Truck Insurance	4	Not In 200
18	Affordable truck insurance brokers Australia	1	Not In 200
19	Affordable commercial truck insurance	1	Not In 200
20	Truck Insurance Comparison	2	Not In 200
21	Cheap truck insurance Australia	3	Not In 200

Monthly Leads by Organic Traffic In Mar 2018

Sr.No	Your Name	Your Email	PhoneMobile	State	Your Message	Post Url
1	Cath McLiesh	mcleshsand@gmail.com	0409060780	Qld	Could you quote please by email for insurance 1 x 1996 Volvo NL12 Tipper Thanks	https://truckinsurancehq.com.au/comprehensive-truck-insurance-worth-
2	Ian McKinnon	imckinnon@vincents.com	400276300	QLD	Insurance quote for 13 seat commuter bus and baggage trailer.	https://truckinsurancehq.com.au/mini-bus-insurance/
3	Clayton lucht	claytonlucht@yahoo.com	0427997966	QLD	Would like to know more about what you offer	https://truckinsurancehq.com.au/invoice-financing-and-factoring/
4	Ryan	jacarandamovinggc@gmail.com	0432030940	QLD	Three pantech trucks for a furniture removal business.	https://truckinsurancehq.com.au/
5	Kenneth smith	kastpt@hotmail.com	0439488960	Victoria	Looking for truck and trailer insurance	https://truckinsurancehq.com.au/
6	Sian Hockridge	brumbys@westnet.com.au	41,83,17,672	WA	Quotes please for a 1999 Mitsubishi Canter & a 1999 Isuzu NPR400 - thanks	https://truckinsurancehq.com.au/contact/
7	jen tsung chien	llove@yahoo.com.tw	0438009088	QLD	2010 isuzu nls swb	https://truckinsurancehq.com.au/truck-insurance/
8	Mallik	sankula04@yahoo.co.nz	0414632174	Nsw	4½ tonne truck Mitsubishi canter 2011 With 6 Matt tray	https://truckinsurancehq.com.au/
9	Brad	brad@aafjeslandscapes.com.au	0418496371	NSW	Please call me ASAP as I would like to get some quotes of you. I have 5 Trucks in the Fleet.	https://truckinsurancehq.com.au/insurance/other-insurance/ctp-insurance/
10	david	rochelandscaping@bigpond.com	0437055662	nsw	Ir truck	https://truckinsurancehq.com.au/rigid-truck-insurance/
11	David Gaskin	dmgaskin76@gmail.com	40,52,58,765	QLD	Looking for Public Liability, Truck and agitator insurance, Cartage Insurance and personal insurance if you offer that. Thanks	https://truckinsurancehq.com.au/concrete-agitator-truck-insurance/
12	david	rochelandscaping@bigpond.com	0437055662	nsw	quote for light ridged truck gvm 6300	https://truckinsurancehq.com.au/rigid-truck-insurance/
13	Scott Mills	dml0505@bigpond.net.au	0412346919	VIC	Quote to insure 2014 Iveco Daily 50C17 2 door Cab chassis with small service body. Thankyou	https://truckinsurancehq.com.au/
14	marko	marko_tomic@mail.com	0416642926	wa	Public liability/Personal accident/Marine & cargo/Truck Hino 300/716auto/3tone.Thanks	https://truckinsurancehq.com.au/
15	frank	fzenger@bigpond.com	0412755454	SA	would like a quote on public liability if possible. thanks	https://truckinsurancehq.com.au/
16	Tim Loon	tvloon@bigpond.com	0428818038	SA	I would like a quote on a 2002 Volvo prime mover for business purposes. garaging address will be Kyancutta SA 5651. Basis of settlement \$45,000.	https://truckinsurancehq.com.au/prime-mover-insurance/
17	jaime	jaime@instylegates.com.au	97751101	Vic	to insure an iveco daily 2002 truck	https://truckinsurancehq.com.au/
18	Garreth Smith	garrethsmith@rocketmail.com	0406217844	QLD	Quote for mazda titan 4.5t truck.	https://truckinsurancehq.com.au/truck-insurance/
19	VARINDER SINGH	varindersingh552@gmail.com	0406726260	NSW	comprehansive insurance	https://truckinsurancehq.com.au/
20	Brad WICKHAM	bwickham1@bigpond.com	0895710717	WA	Truck is Hino FD3H 4.5 T	https://truckinsurancehq.com.au/
21	Pla mckeown	manager@coralreefcoaches.com	0417076552	Qld	Require quote for bus insurance	https://truckinsurancehq.com.au/ab-quad-trailer-insurance-advice-deal-minor-
22	Khoi Nguyen LE	lekhoinguyen51@gmail.com	0406405678	Nsw	pls contact me for truck comprehensive insurance. Thanks.	https://truckinsurancehq.com.au/
23	ajit	ajietvpurri@gmail.com	0449063043	victoria	online quotes	https://truckinsurancehq.com.au/
24	Abdul	abdulmqtdr@yahoo.com.au	0415127177	Vic	Need a quote for 2002 Isuzu rigid truck please	https://truckinsurancehq.com.au/
25	Naomi	naomichan_2@yahoo.com	0414681433	South australia	Hi there, I would like to find out how much for renault 12 seats mini bus insurance per year? My business is private tour company.	https://truckinsurancehq.com.au/mini-bus-insurance/
26	Brett	donk26@live.com.au	0428197392	Qld	16 ton gym tilt tray	https://truckinsurancehq.com.au/
27	John Bramich	johnbramich@mac.com	0417726563	QLD	Hi, I am wanting to buy a bus which is just out of service, used for charter work. I want to use the bus privately till I eventually convert it to a motorhome. It Greetings of the day, I want to insure my truck.	https://truckinsurancehq.com.au/bus-insurance/
28	Wali	walihistani@yahoo.com	0449189000	NSW	Isuzu 2008, model FVLJZ-D01 engine capacity 7.8 L. GMV 22500 and 10,760 HR P. Thanks Wali	https://truckinsurancehq.com.au/