

# SEO CASE STUDY



## About Company

Pulis Professional Plumbing is a group of plumbers who are specialized in plumbing more than 20 years of experience.

## 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

Prepared For:

Pulis Professional Plumbing

Website:

[www.ppplumbing.com.au](http://www.ppplumbing.com.au)

Target Location:

Australia

Client Acceptation –

Traffic & Ranking

## 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 client (Amra Fazlic) who are into professional plumbing business.

## Website Stats When We Started - Aug 2017

Sr. No	Stats	Status	Importance
1	PA	32	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	21	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'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	8001314	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.

## Comparison after Six Month March 2018

Sr. No	Stats	Stats – Oct 2017	Stats – Mar 2018
1	PA	34	<b>40</b>
2	DA	22	<b>31</b>
3	Moz Rank	3	<b>6</b>
4	Alexa Rank	8,001,314	<b>7,503,145</b>
5	Alexa Site Linking	6	<b>15</b>

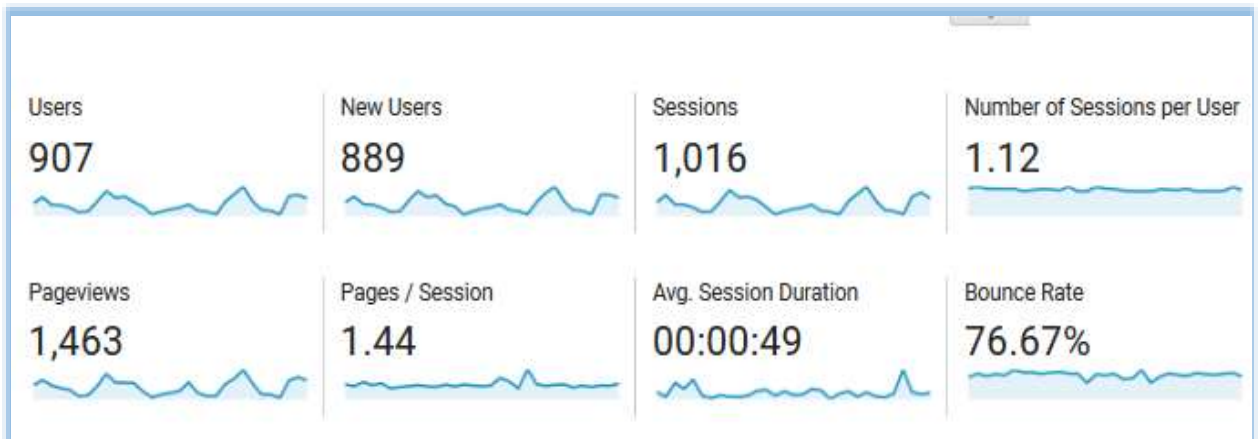
## Google Analytics Status

### Google Analytics October Data, 2017

We mentioned here some of the Google analytics Status. Please have a look snapshot below:



## Google Analytics March Data, 2018



## October 2017

Organic Traffic: 253

	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	604	577	889	78.40%	1.58	00:01:35
1 Organic Search	253			61.09%		
2 Referral	231			89.11%		
3 Direct	120			81.40%		
4 Social	6			50.00%		

March 2017

Organic Traffic: 229

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	907	889	1,016	76.67%	1.44	00:00:49
1 ■ Paid Search	448	<div style="width: 50%;"></div>		84.65%	<div style="width: 80%;"></div>	
2 ■ Organic Search	229	<div style="width: 25%;"></div>		63.18%	<div style="width: 60%;"></div>	
3 ■ Direct	168	<div style="width: 18%;"></div>		76.92%	<div style="width: 75%;"></div>	
4 ■ Referral	54	<div style="width: 6%;"></div>		74.14%	<div style="width: 70%;"></div>	
5 ■ Social	18	<div style="width: 2%;"></div>		60.87%	<div style="width: 55%;"></div>	

## Google Webmaster Stats

### Google Webmaster Stats

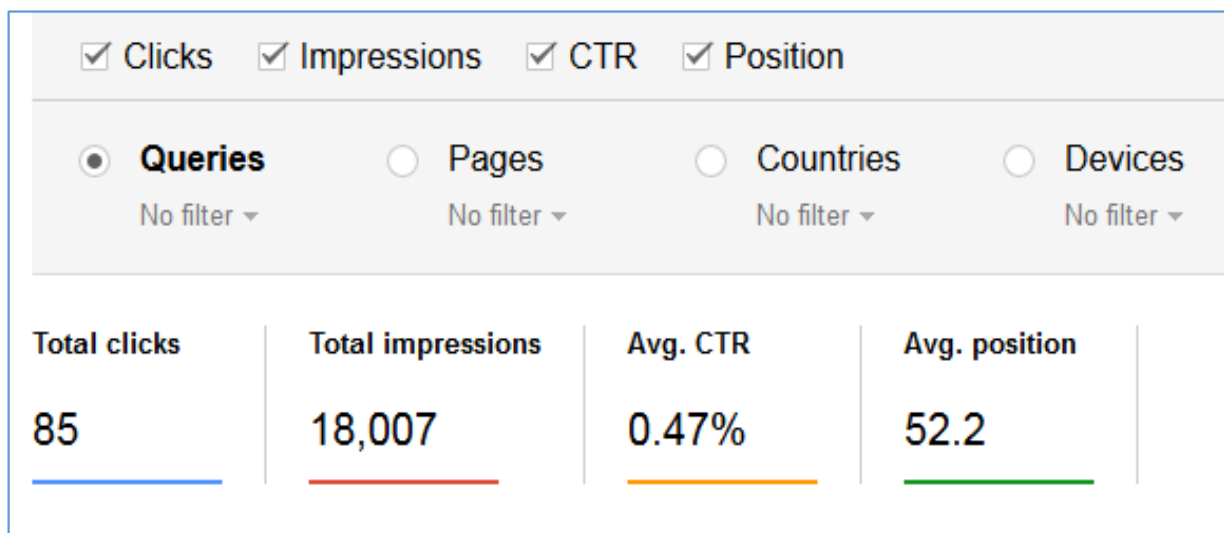
Oct 2017

Total Clicks: 85

Total Impressions: 18007

Avg. CTR: 0.47%

Avg. Position: 52.2



**Mar 2018**

Total Clicks: 267

Total Impressions: 32500

Avg. CTR: 0.82%

Avg. Position 52.1

<input checked="" type="checkbox"/> Clicks <input checked="" type="checkbox"/> Impressions <input checked="" type="checkbox"/> CTR <input checked="" type="checkbox"/> Position			
<input checked="" type="radio"/> <b>Queries</b> No filter ▾	<input type="radio"/> Pages No filter ▾	<input type="radio"/> Countries No filter ▾	<input type="radio"/> Devices No filter ▾
<b>Total clicks</b> <b>267</b>	<b>Total impressions</b> <b>32,500</b>	<b>Avg. CTR</b> <b>0.82%</b>	<b>Avg. position</b> <b>52.1</b>

## Comparison of Keywords Ranking

Keyword Position Report			
Sr.No	Keywords	Pre Position	Current Position
		03-10-2017	18-04-2018
1	Melbourne Plumber	170	1
2	Melbourne Domestic Plumbers	200	2
3	Domestic Plumbing VIC	150	1
4	Plumbing Repair Service	115	5
5	Insured Plumber Melbourne	172	1
6	Plumbing Services VIC	160	3
7	Melbourne Commercial plumber	92	2

**At the end of the sixth month of SEO promotion. What did the Amra Fazlic ?**

- An average of 5-10 leads each day via search engines
- 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

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

**Finally, Kelly Rackco transformed into Ultra Happy Client.....**

