

SEO Case Study

<http://www.australasianfiresafety.com.au>



Project Scope – SEO for attaining better rankings and more traffic to the website

Client Name – Peter

Business – Training

Country of Origin – Australia

Target Geographical Location – Australia

Project Start Date – April 2017

Google Webmaster Click Data

To further strengthen my claim, please have a look at the below Google Webmaster Clicks and Impressions data for last

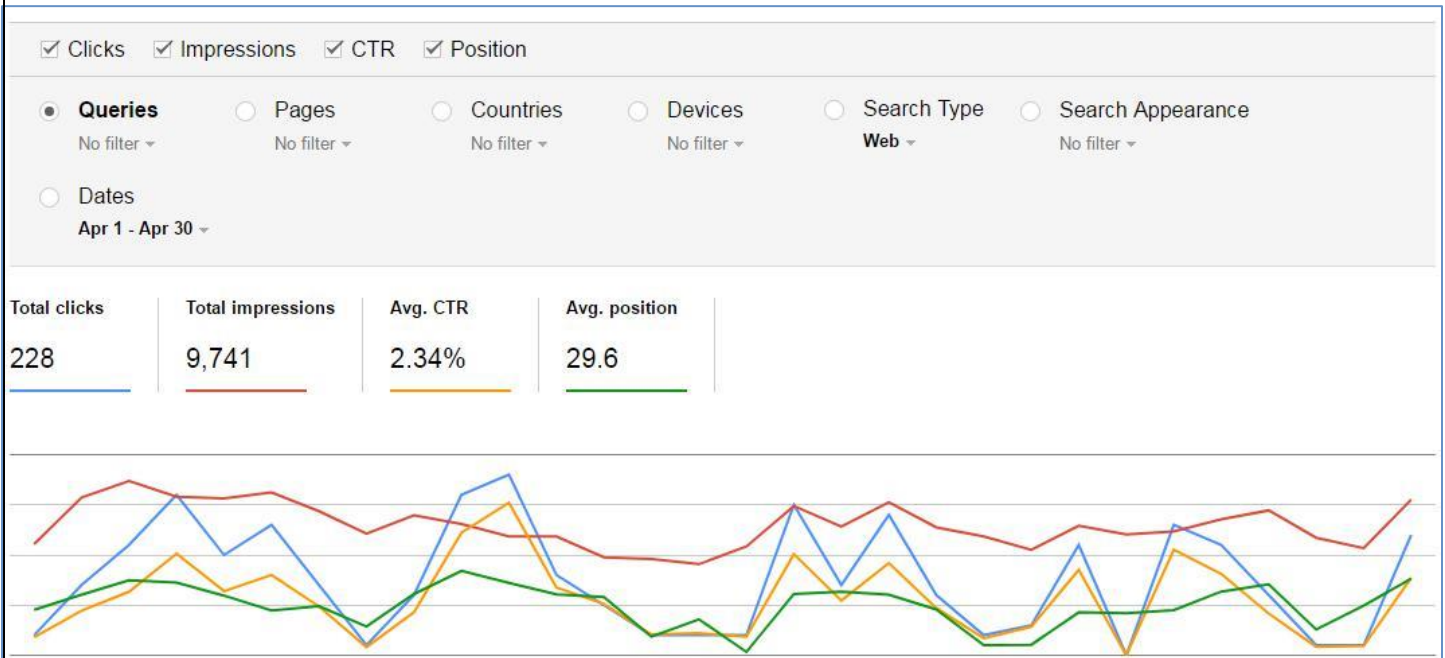
Four months:

April, 2017:

Clicks: 228

Impressions: 9741

228 clicks and 9741 Impressions in March Months as in the below snapshot:

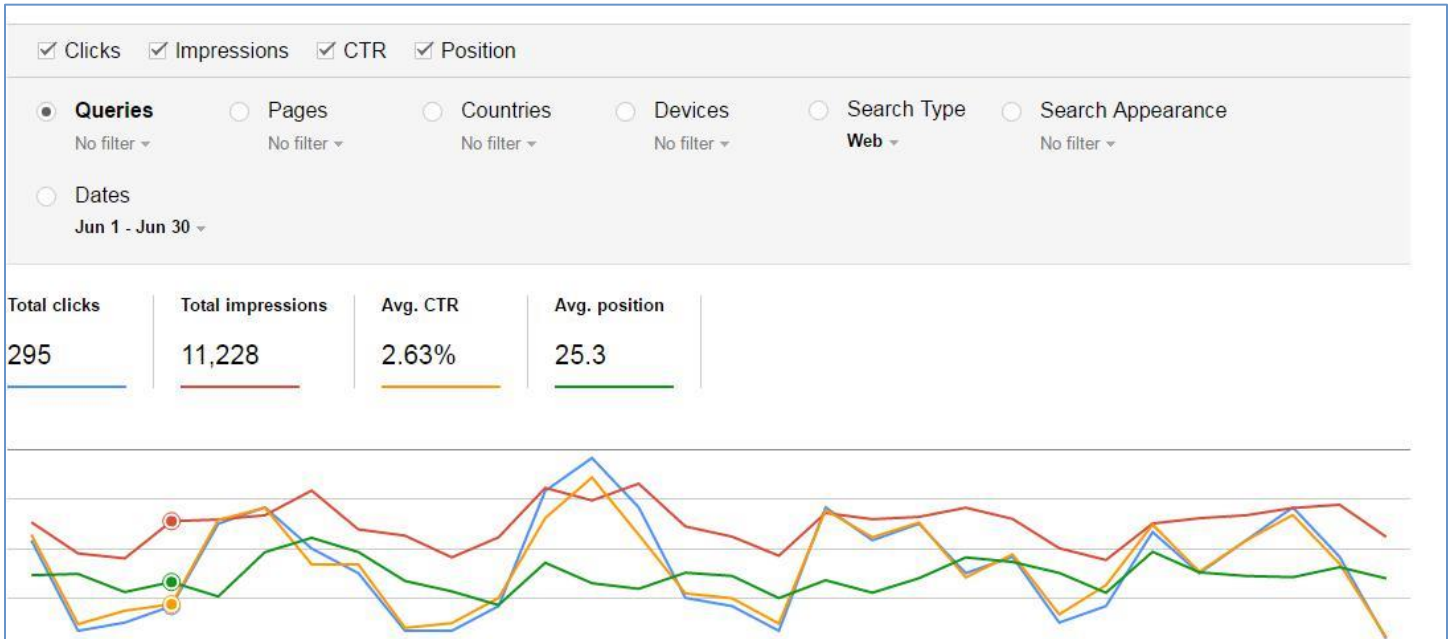


June, 2017:

Clicks: 295

Impressions: 11228

295 clicks & 11228 Impressions in June month



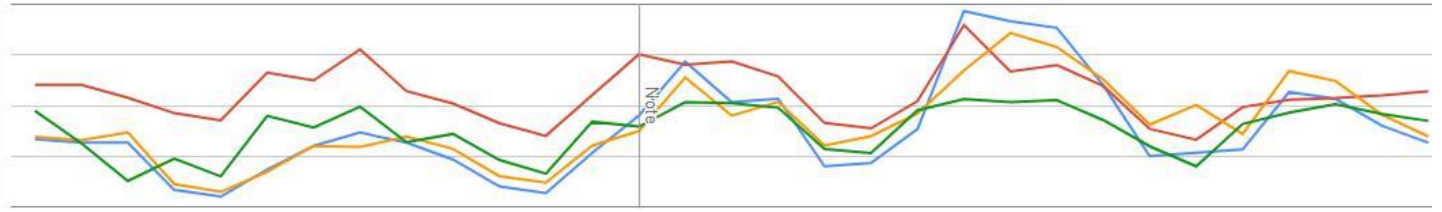
Aug, 2017:
Clicks: 716
Impressions: 13987

Clicks Impressions CTR Position

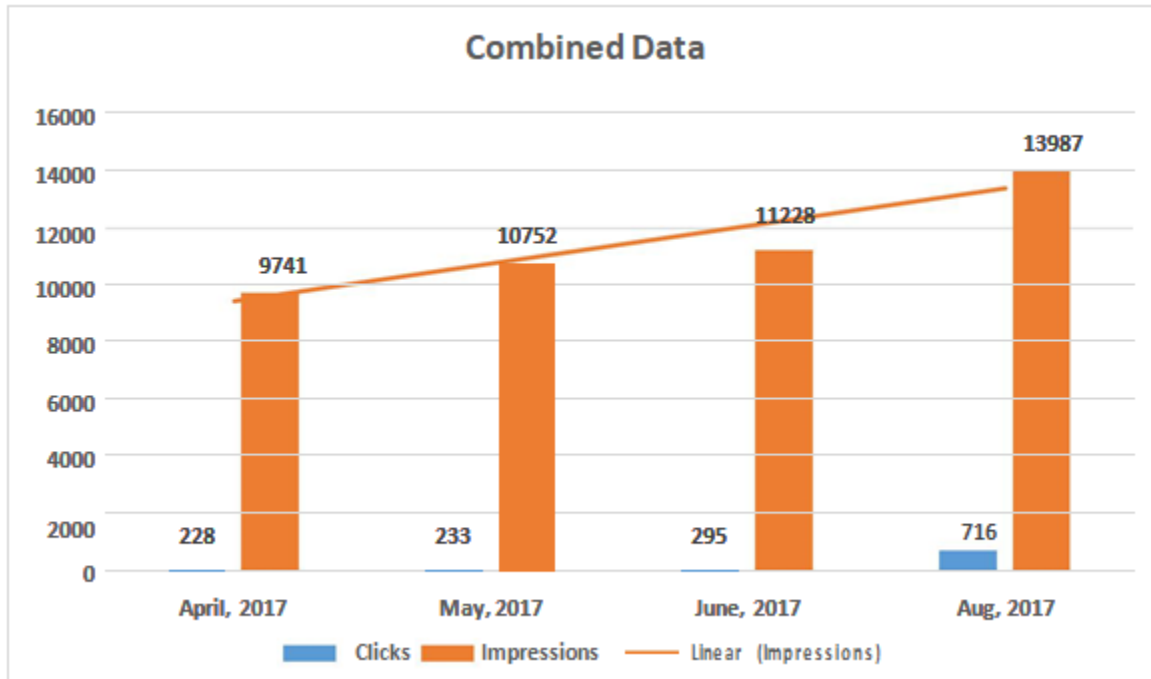
Queries Pages Countries Devices Search Type Search Appearance
No filter ▾ No filter ▾ No filter ▾ No filter ▾ **Web** ▾ No filter ▾

Dates
Aug 1 - Aug 31 ▾

Total clicks	Total impressions	Avg. CTR	Avg. position
716	13,987	5.12%	35.8



Combined clicks and impressions Data



Top 10 Ranking Keywords:

Google Ranking - http://www.australasianfiresafety.com.au			
Sr No	Keywords	15-July-2017	Initial Ranking
1	Emergency Response Training	5	96
2	Emergency Warden Training	1	115
3	emergency warden training christchurch	2	N/A
4	emergency warden training darwin	2	N/A
5	breathing apparatus training ideas	1	N/A
6	Refresher Warden Training	3	N/A
7	Refresher warden training adelaide	1	N/A
8	Refresher warden training canberra	2	92
9	confined space training adelaide	5	N/A
10	fire safety refresher course SA	1	25