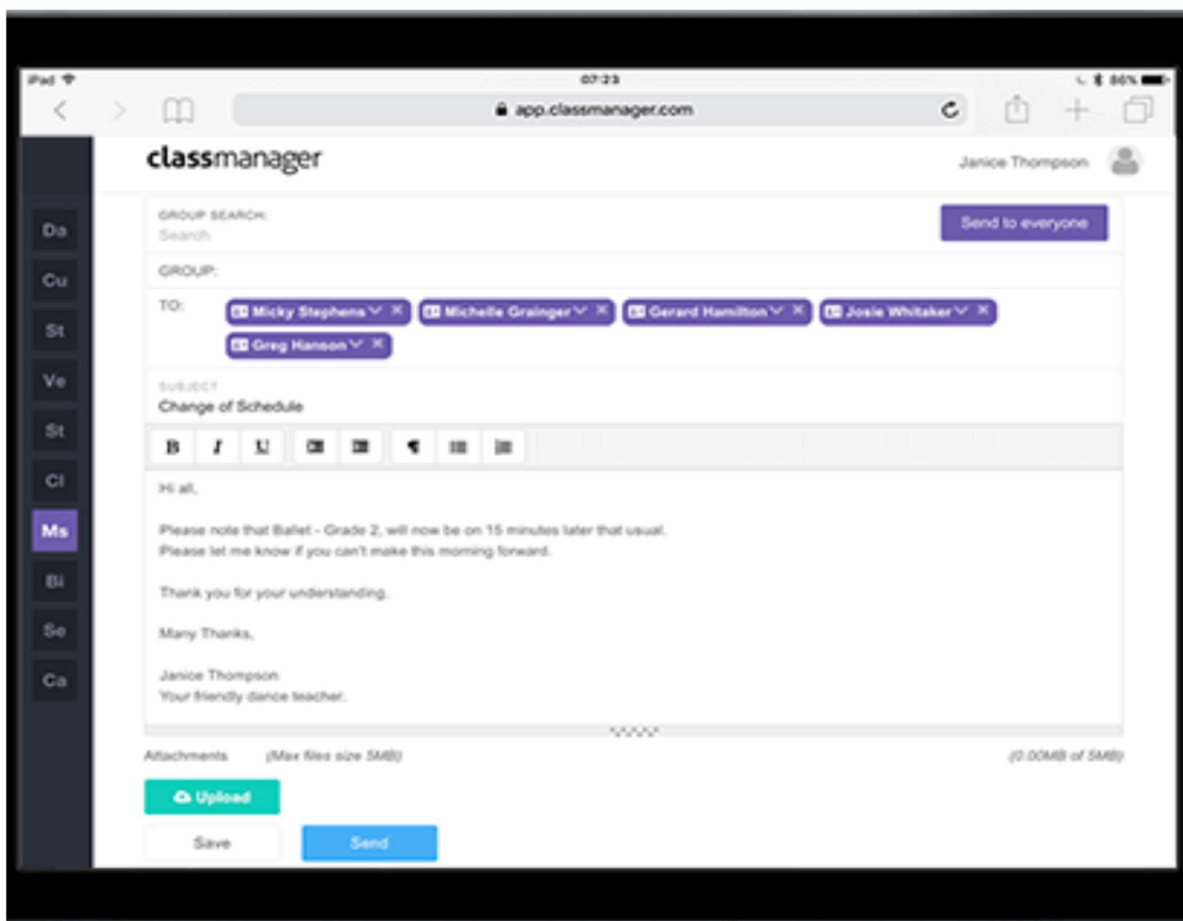


CASE STUDY OF CLASS MANAGER



<https://classmanager.com/>

10 Nov, 2019

Campaign Type

SEO

Client

Matt Honor

Website

<https://classmanager.com/>

Business Niche

Class Management SW

Time Period

April, 2019 to Oct, 2019

Client Goal

Traffic and Ranking

ABOUT

SEO case study is based on Class Manager that provide simple and affordable class admin software that can accessible anywhere, easy to use and affordable. To perform the analysis of website, the report will make use of Google analytic and webmaster which are important in determining the organic traffic, clicks and impression.

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Google Analytics Data

When we start working on website the strategy paid off and Google organic traffic begins to increase. Below are the key high lights of the stats that taken from **22 April, 2019 to 21 June, 2019 and 5 Aug, 2019 to 4 Oct, 2019.**

A) Organic Search and Bounce Rate Stat

April, 2019 to June, 2019

Apr 22, 2019 - Jun 21, 2019

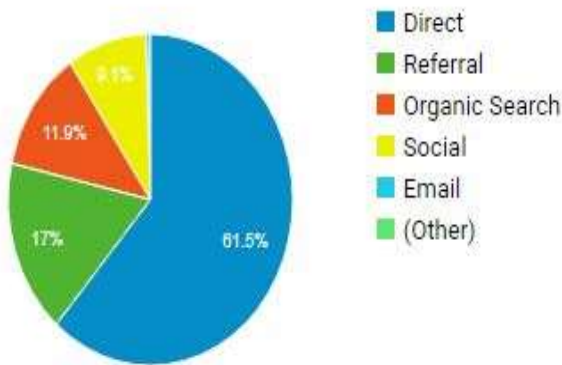


	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	3,762	3,264	12,429	59.66%	2.09	00:02:48
1 Direct	2,528			68.03%		
2 Organic Search	764			47.78%		
3 Referral	449			55.37%		
4 Email	122			63.93%		
5 Social	68			73.68%		

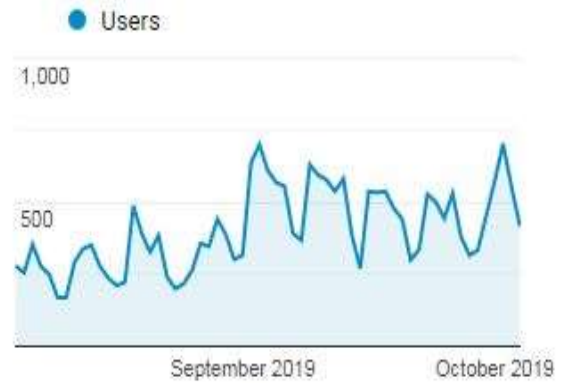
Aug, 2019 to Oct, 2019

Top Channels

Aug 5, 2019 - Oct 4, 2019

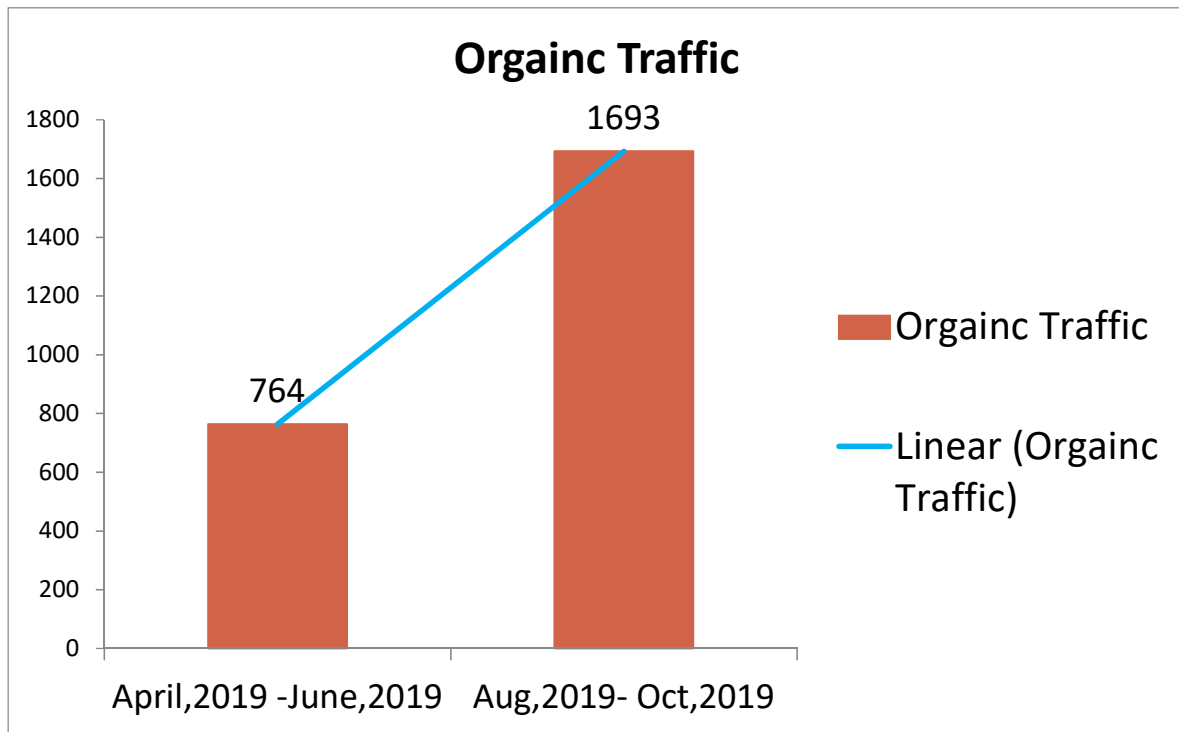


Users

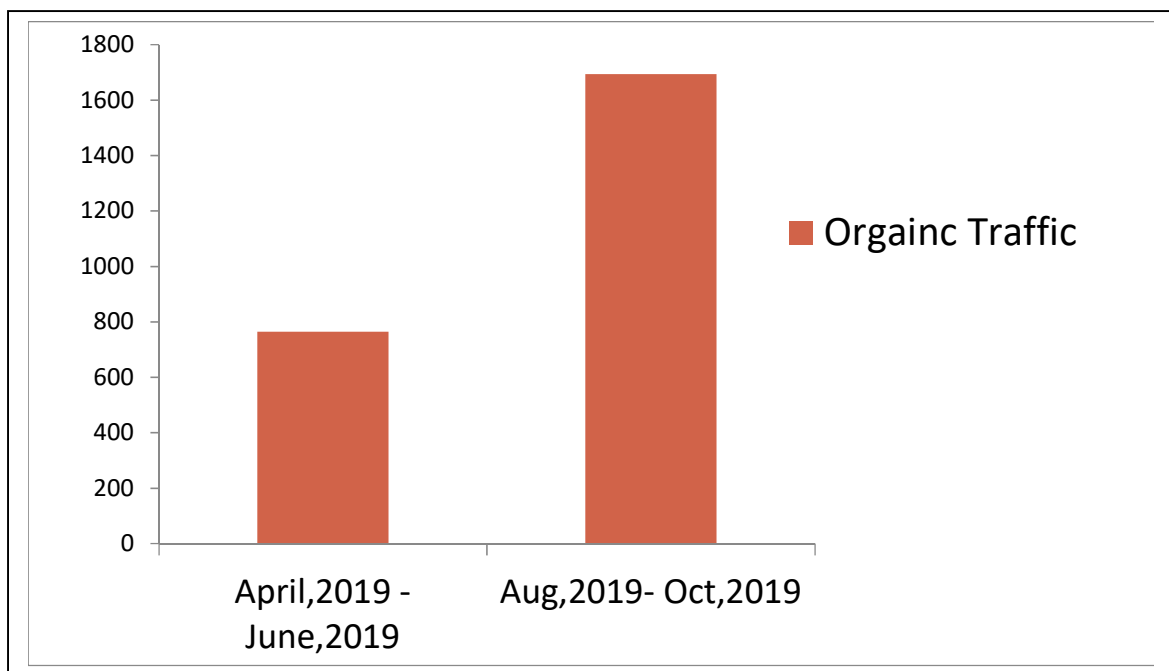


	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	12,678	11,725	37,643	33.47%	17.09	00:09:49
1 Direct	8,729	<div style="width: 77%;"></div>		36.09%	<div style="width: 77%;"></div>	
2 Referral	2,420	<div style="width: 21%;"></div>		45.84%	<div style="width: 100%;"></div>	
3 Organic Search	1,693	<div style="width: 15%;"></div>		20.10%	<div style="width: 50%;"></div>	
4 Social	1,288	<div style="width: 11%;"></div>		34.29%	<div style="width: 77%;"></div>	

Combined Organic Traffic Data



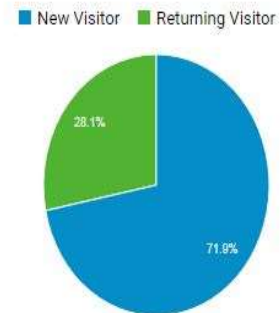
Organic Bounce rate



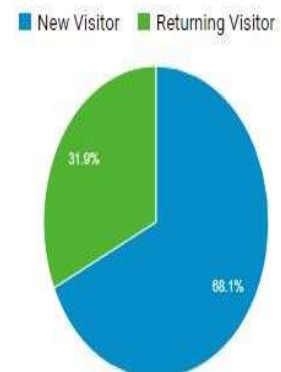
B) Audience Overview Graph

When we started, the number of users is 3,762. After working it increased by 8916

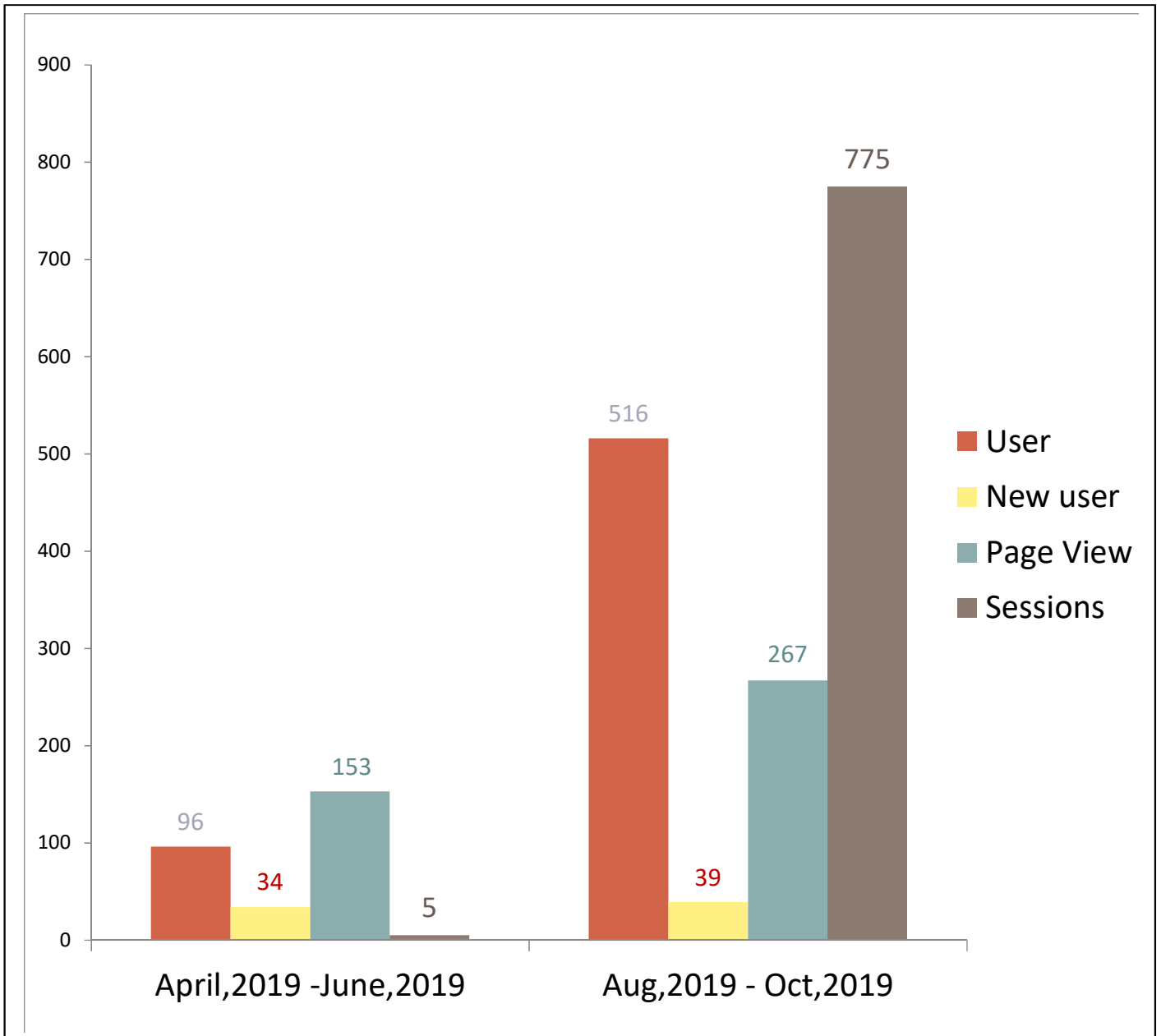
April, 2019 to June, 2019



Aug, 2019 to Oct, 2019



Break Down Of Audience



C) Targeted Location Google Analytic Data

Before **User: 2,536**

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	3,762 % of Total: 100.00% (3,762)	3,267 % of Total: 100.09% (3,264)	12,429 % of Total: 100.00% (12,429)	59.66% Avg for View: 59.66% (0.00%)	2.09 Avg for View: 2.09 (0.00%)	00:02:48 Avg for View: 00:02:48 (0.00%)
1. United Kingdom	2,536 (66.88%)	2,083 (63.76%)	10,061 (80.95%)	58.77%	2.04	00:02:40
2. United States	485 (12.79%)	478 (14.63%)	512 (4.12%)	80.47%	1.71	00:00:47
3. India	114 (3.01%)	113 (3.46%)	230 (1.85%)	60.00%	2.05	00:05:53
4. Australia	97 (2.56%)	85 (2.60%)	306 (2.46%)	56.54%	2.58	00:03:29
5. Ireland	74 (1.95%)	63 (1.93%)	199 (1.60%)	64.32%	1.75	00:02:33
6. France	49 (1.29%)	48 (1.47%)	54 (0.43%)	72.22%	1.57	00:00:37
7. China	44 (1.16%)	44 (1.35%)	46 (0.37%)	97.83%	1.02	<00:00:01
8. Germany	43 (1.13%)	41 (1.25%)	93 (0.75%)	61.29%	2.24	00:02:58
9. Italy	29 (0.76%)	28 (0.86%)	30 (0.24%)	53.33%	1.87	00:00:18
10. Spain	27 (0.71%)	26 (0.80%)	31 (0.25%)	38.71%	3.61	00:01:49

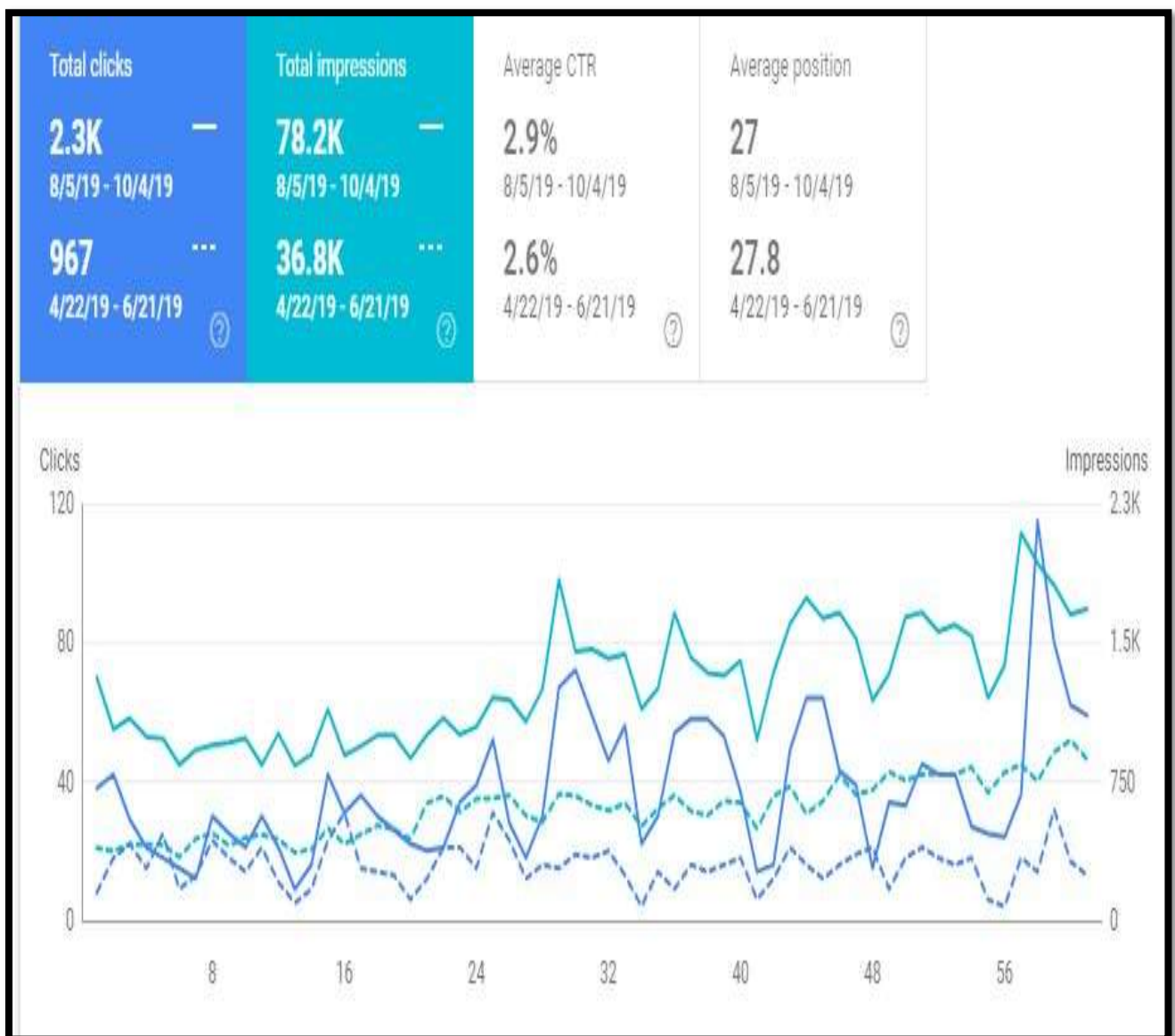
After **User: 9,642**

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	12,678 % of Total: 100.00% (12,678)	11,730 % of Total: 100.04% (11,725)	37,643 % of Total: 100.00% (37,643)	33.47% Avg for View: 33.47% (0.00%)	17.09 Avg for View: 17.09 (0.00%)	00:09:49 Avg for View: 00:09:49 (0.00%)
1. United Kingdom	9,642 (75.80%)	8,812 (75.12%)	32,091 (85.25%)	31.25%	18.00	00:10:15
2. United States	780 (6.13%)	768 (6.55%)	905 (2.40%)	71.82%	4.74	00:02:34
3. Australia	357 (2.81%)	333 (2.84%)	747 (1.98%)	29.32%	16.56	00:09:31
4. Ireland	326 (2.56%)	305 (2.60%)	945 (2.51%)	30.69%	20.41	00:11:46
5. India	153 (1.20%)	149 (1.27%)	293 (0.78%)	64.16%	1.90	00:05:03
6. Saudi Arabia	92 (0.72%)	88 (0.75%)	296 (0.79%)	27.70%	18.46	00:12:40
7. Czechia	86 (0.68%)	85 (0.72%)	88 (0.23%)	89.77%	1.38	00:00:25
8. Spain	83 (0.65%)	70 (0.60%)	135 (0.36%)	37.78%	11.46	00:07:29
9. Switzerland	81 (0.64%)	75 (0.64%)	251 (0.67%)	35.06%	11.02	00:06:11
10. Germany	79 (0.62%)	74 (0.63%)	156 (0.41%)	42.31%	8.87	00:05:00

Google Webmaster Stats

Below are the Comparison results of the increase in the Impression and Clicks Data.

Aril, 2019 to June, 2019 from Aug, 2019 to Oct, 2019



Top 5 Keywords Ranking

This is the overview for Class Manager 6-month ranking campaign. We mentioned here some of the keywords that are targeted during our SEO optimization. We started to target these keywords in 22 April, 2019. If we compare keyword rankings between April and October, you can see that all keywords are steady rise.

Keywords	Initial Ranking	Ranking Oct,2019
Dance studio software	16	4
Gymnastics software	24	5
Class management software	N/A	15
Best gymnastics software	80	5
Tennis club software	N/A	6
Tennis class Software	N/A	1
Swimming club software	35	6

Thank You!