SEO CASE STUDY

MERIDIA
INTERACTIVE SOLUTIONS

About Company

Helping speakers, educators and trainers adopt and customize interactive audience response systems since 1970

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

Website: *Meridia Interactive Solutions (*https://www.meridiaars.com*)*
Target Location: USA
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.

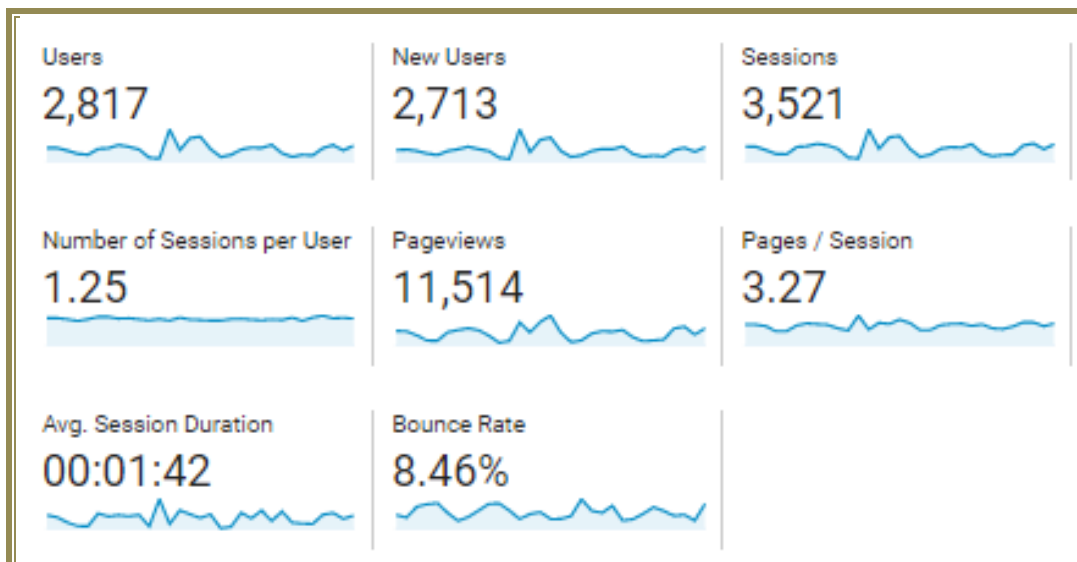➤ We decided to do a study for client (Peter Babel) who is into professional Audience Response System business.

Comparison after Six Month October 2019

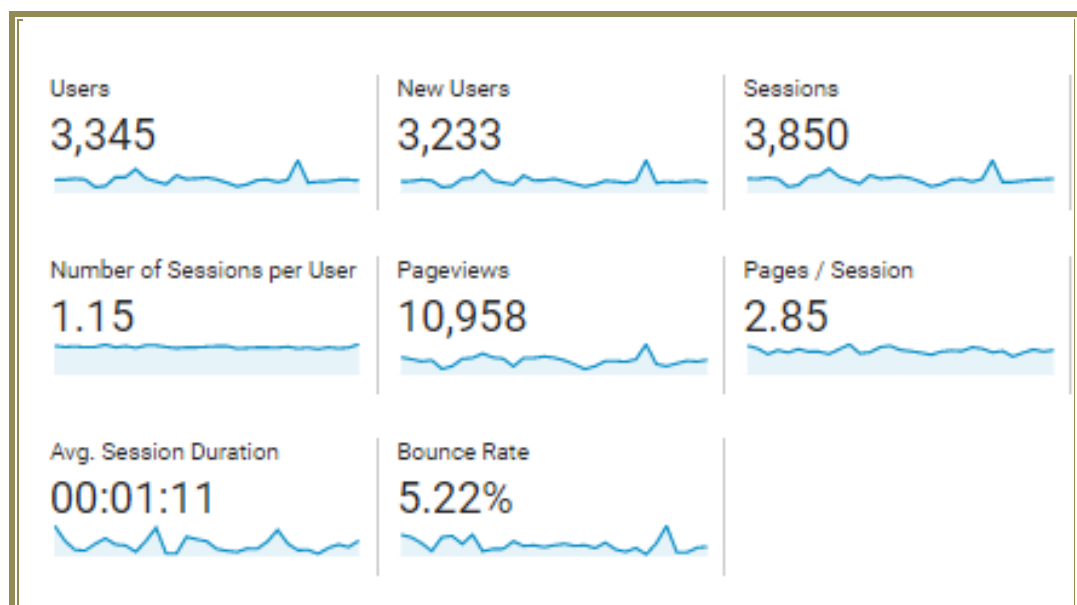| Sr. No	Stats	Stats – May 2019	Stats – October 2019
1	PA	30	37
2	DA	26	33
3	Moz Rank	2	4
4	Alexa Rank	1,572,017	642,230
5	Alexa Site Linking	19	28

Google Analytics Status

Google Analytics May Data, 2019

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

Users	New Users	Sessions
2,817	2,713	3,521

Number of Sessions per User	Pageviews	Pages / Session
1.25	11,514	3.27

Avg. Session Duration	Bounce Rate	
00:01:42	8.46%	

Google Analytics October Data, 2019

Users	New Users	Sessions
3,345	3,233	3,850

Number of Sessions per User	Pageviews	Pages / Session
1.15	10,958	2.85

Avg. Session Duration	Bounce Rate	
00:01:11	5.22%	

May 2019
Organic Traffic: 851

	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	2,817	2,713	3,521	8.46%	3.27	00:01:42
1 ■ Direct	1,257			13.16%		
2 ■ Organic Search	851			1.41%		
3 ■ Paid Search	581			3.92%		
4 ■ Referral	162			15.61%		
5 ■ Social	29			6.25%		
6 ■ Email	22			30.26%		
7 ■ Display	3			33.33%		
8 ■ (Other)	1			0.00%		

October 2019
Organic Traffic: 1100

	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	3,345	3,233	3,850	5.22%	2.85	00:01:11
1 ■ Organic Search	1,100			1.27%		
2 ■ Direct	1,085			9.06%		
3 ■ Paid Search	1,002			2.93%		
4 ■ Referral	153			18.75%		
5 ■ Social	59			0.00%		
6 ■ Email	19			0.00%		
7 ■ Display	5			0.00%		

Google Webmaster Stats

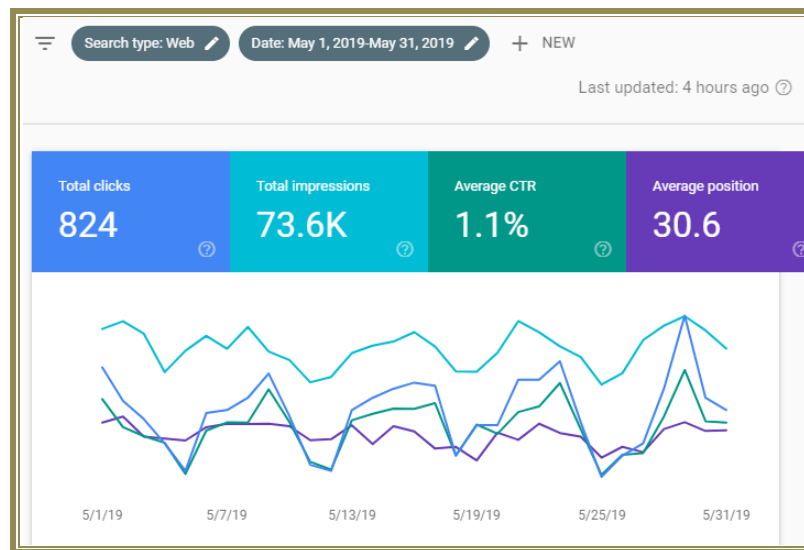**Google Webmaster Stats**

May 2019

Total Clicks: 824

Total Impressions: 73.6k
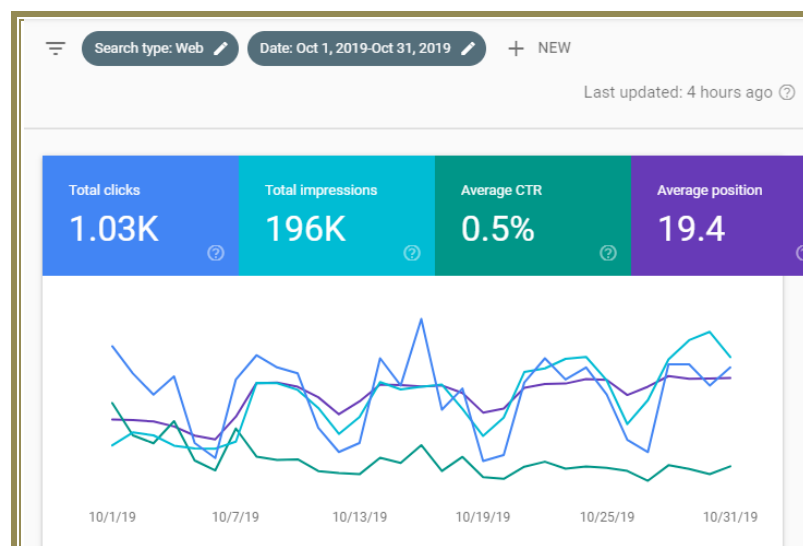
Avg. CTR. 1.1%

Avg. Position: 30.6

October 2019

Total Clicks: 1.03k

Total Impressions: 196k

Avg. CTR. 0.5%

Avg. Position 19.4

Comparison of Keywords Ranking

Sr.No	Keywords	Keyword Position Report	
		Pre Position 03-05-2019	Current Position 02-11-2019
1	Classroom Clickers	83	18
2	Voting Systems	52	44
3	Content Management Solutions	80	61
4	Content Management	200	23
5	Classroom Clickers App	200	28
6	Interactive Content Management	27	22
7	Wireless Clickers	73	65

At the end of the sixth month of SEO promotion. What did the Peter Babel?

➢ 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.

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

Thank you