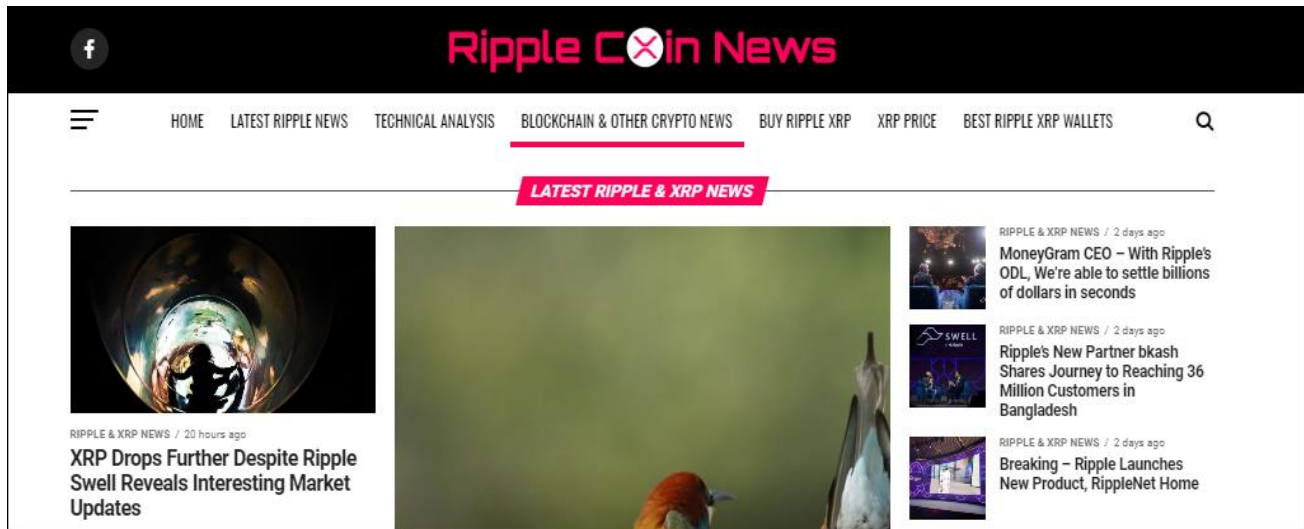


SEO Case Study

www.ripplecoinnews.com



Project Scope

SEO for attaining better rankings and more traffic to the website

Client Name: Art Orlov

Target Geographical Location: Global

Project Start Date: Sep, 2019

Objectives:

When the Ripple Coin news got associated with us in September 2019, its main goal was to optimize the existing blog content to boost organic traffic, as well as to improve SERP rankings in terms with the number of impressions & clicks.

Strategy:

The first action plan was to do an in-depth analysis of the site's current performance & drawbacks. The ultimate goal was to accumulate positive signals & interactions of the website. To achieve that milestone, we performed the strategy to captivate the interest of the audience which is as follows:

- Repurposed the blog post into info graphic and shared on various visual Content promoting sites such as visual.ly, deviant art, Pinterest.
- Proactive with the audience present on social sites such as Reddit, Quora & other Sites.
- Promotion of website via forums, engaging in discussions and sharing Comments on similar blogs also blog promotion.

Google Webmaster Click Data

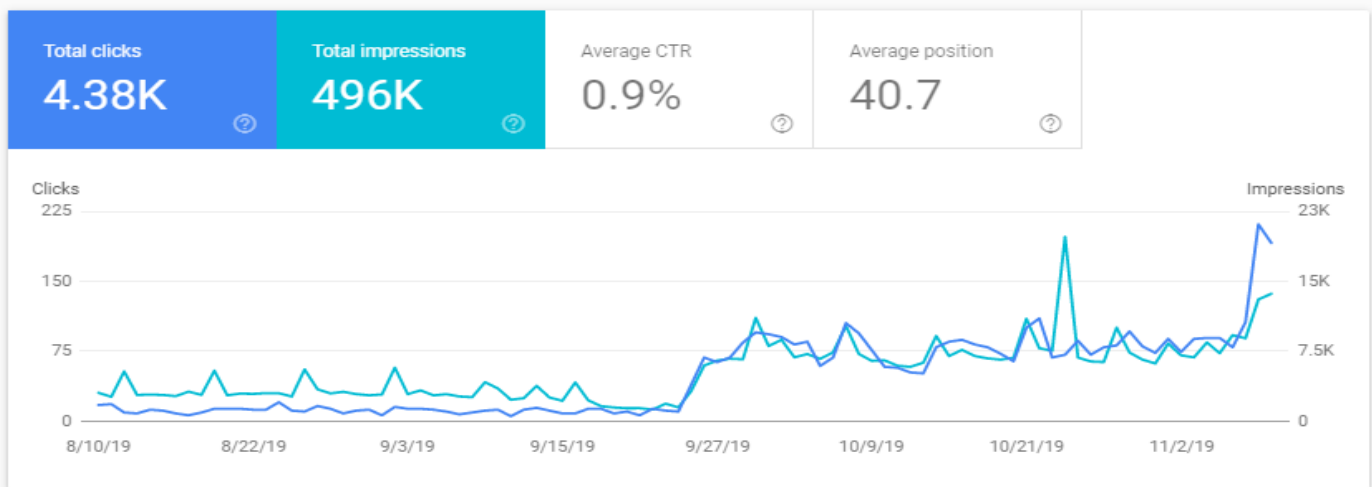
To further strengthen my claim, please have a look at the below Google Webmaster Clicks and Impressions data for last months

Four months:

Clicks: 75 to 175 to 225

Impressions: 7.5 to 15k to 23k

4.38k clicks and 496k Impressions in Nov Month as in the below snapshot:



Top Ranking Keywords:

Keyword Ranking Report

SR. NO.

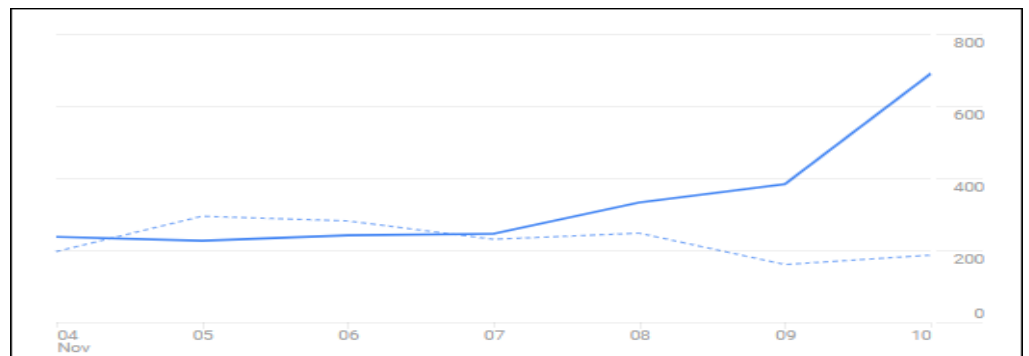
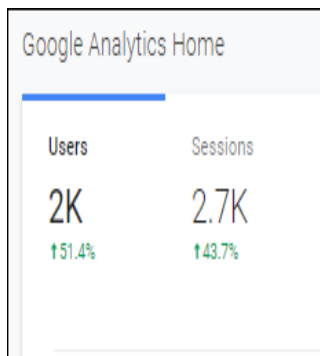
<https://ripplecoinnews.com/>

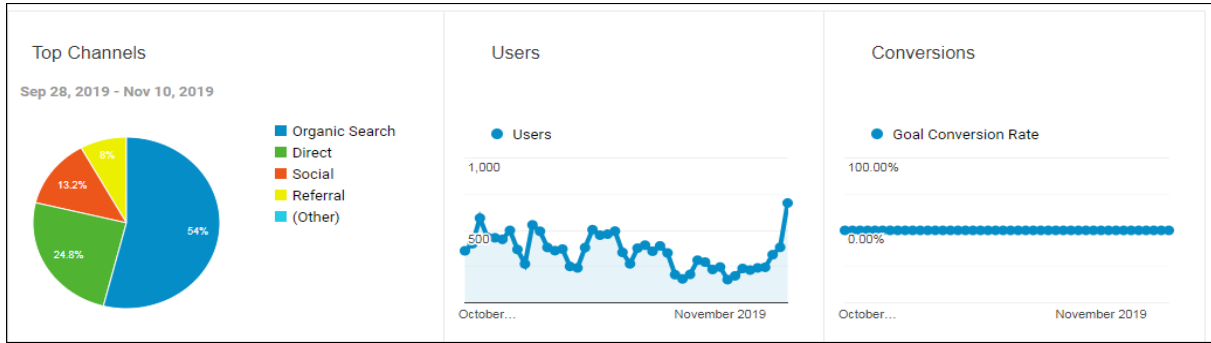
SR. NO.	Keywords	Current Ranking	Inital Ranking
1	Ripple coin news	7	60
2	buy monero with usd	9	115
3	how to buy nem cryptocurrency	20	NA
4	buy nem cryptocurrency	13	NA
5	Best litecoin wallets	41	142
6	ripple cryptocurrency price	20	126
7	ripple current price	30	149
8	Best places to buy bitcoins	10	NA
9	Ripple coin wallet	10	96
10	Best ripple wallet	6	NA

Website Improvement Details

Sr. No	Stats	Stats – Sep 2019	Stats – Nov,2019
1	PA	11	42
2	DA	15	42
3	Moz Rank	2	4
4	Backlinks	30,000	48,044

Google Analytics Clicks Data





	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	54.03% ↑	45.00% ↑	44.04% ↑	1.55% ↓	3.37% ↑	13.75% ↑
1 ■ Organic Search	197.46% ↑			3.62% ↓		
2 ■ Direct	9.26% ↓			1.42% ↓		
3 ■ Social	14.06% ↓			4.13% ↓		
4 ■ Referral	94.74% ↑			4.14% ↓		
5 ■ (Other)	100.00% ↑			100.00% ↑		