

**SEO Case Study: <http://rosedigital.co/>**



**ROSE DIGITAL**

**Baseline Website Status: <http://rosedigital.co/>**

**Six Month Website Status Compressions (October 2017 To March 2018) Please have a look detail below:**

Sr no	Date	March, 2018
1	Website URL	<a href="http://rosedigital.co/">http://rosedigital.co/</a>
2	Google Indexed	111
3	Alexa Rank	5647747
4	Backlinks	215
5	Website Grade	87
6	Moz Rank	5
7	Domain Authority	29
8	Page Authority	41

# Compression

Sr no	Date	October, 2017
1	Website URL	<a href="http://rosedigital.co/">http://rosedigital.co/</a>
2	Google Indexed	166
3	Alexa Rank	5082927
4	Backlinks	98
5	Website Grade	74
6	Moz Rank	4
7	Domain Authority	26
8	Page Authority	38

## Targeted Keywords & Visibility Status: <http://rosedigital.co/>

We mentioned here some of the keywords that are targeted during our SEO optimization. We started to target these keywords in October 2017. If we compare keyword rankings between **October 2017** to **March 2018** you can see that all keywords are on the gradual and steady rise. Please have a look status below:

Sr no	Date	March, 2018
1	Rose Digital	1
2	Minority Owned Digital	1
3	Minority Owned Digital Agency	1
4	Hybrid Mobile Apps NYC	2
5	Digital Agency Development	4
6	Digital Agency Developer	6
7	Hybrid Mobile Apps NYC	4

## Compression

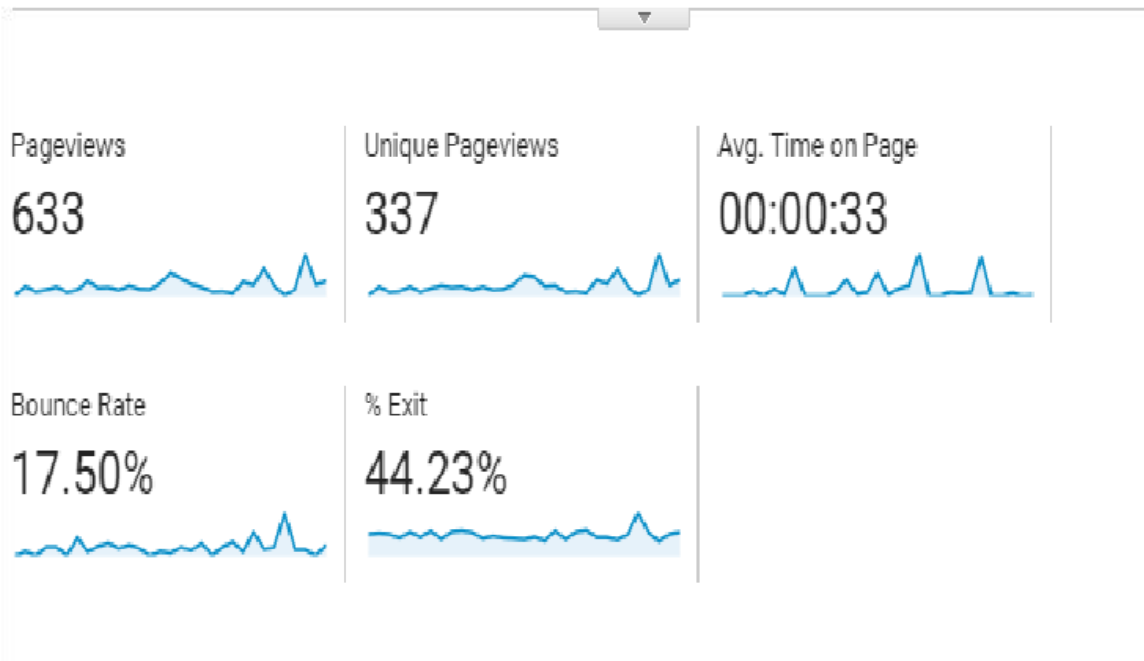
Sr no	Date	Oct, 2017
1	Rose Digital	2
2	Minority Owned Digital	2

3	Minority Owned Digital Agency	3
4	Hybrid Mobile Apps NYC	9
5	Digital Agency Development	13
6	Digital Agency Developer	19
7	Hybrid Mobile Apps NYC	11

**Google Analytics Status: <http://rosedigital.co/>**

## 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

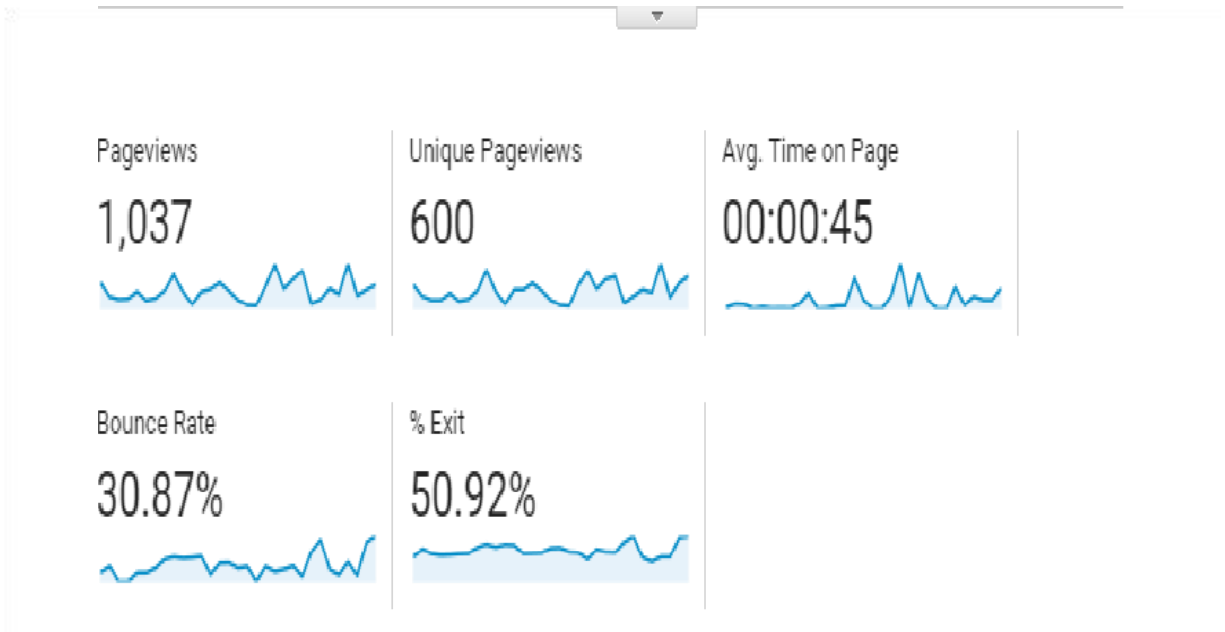
Google Analytics Data: <http://rosedigital.co/>

October 2017

Organic Traffic: 124

We have started getting traffic on our website in November month, till the date, the total visitors on our website are 226 in which 124 have come from SEO work i.e. organics. Please have a look screen shots below:

	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	293	285	334	18.56%	2.18	00:00:58
1 Organic Search	124			17.93%		
2 Direct	107			20.63%		
3 Social	53			16.67%		
4 Referral	9			11.11%		

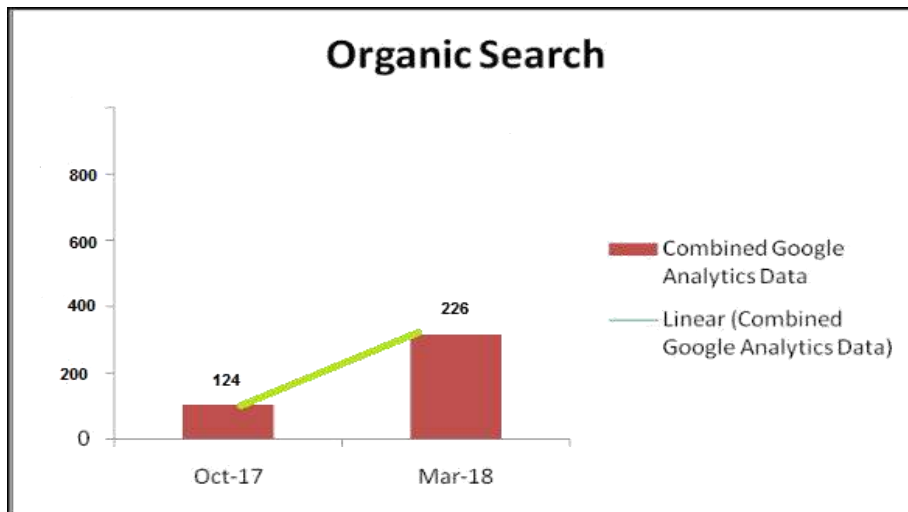


March 2018

Organic Traffic: 226

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	442	419	528	30.87%	1.96	00:00:44
1 Organic Search	226			22.90%		
2 Direct	115			24.83%		
3 Social	95			57.14%		
4 Referral	9			33.33%		

## Combined Google Analytics Data



### Results of SEO

rosedigital.co saw dramatic improvement as a result of SEO campaign. Specific results include:

1. Site traffic increased
2. Many of keywords return rosedigital.co as the 1st result on the 1st page of Google
3. Number of keywords in top of all search engines increased
4. rosedigital.co moved up a total of thousands of Impressions across all keywords