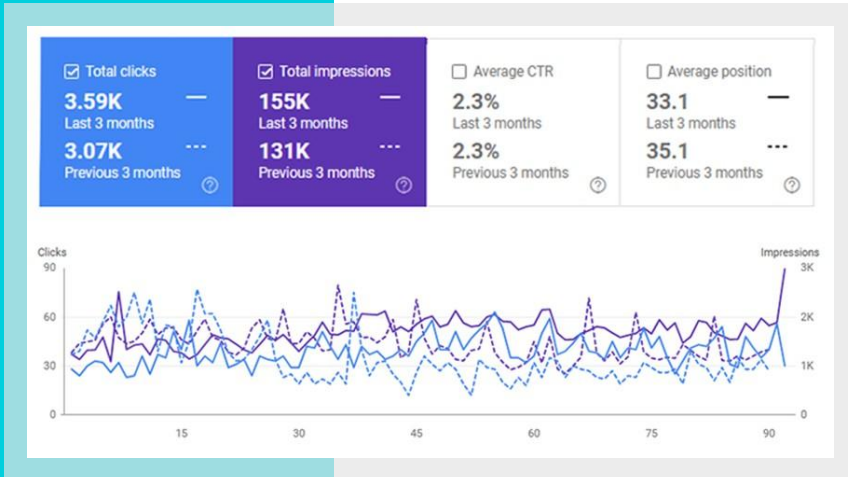




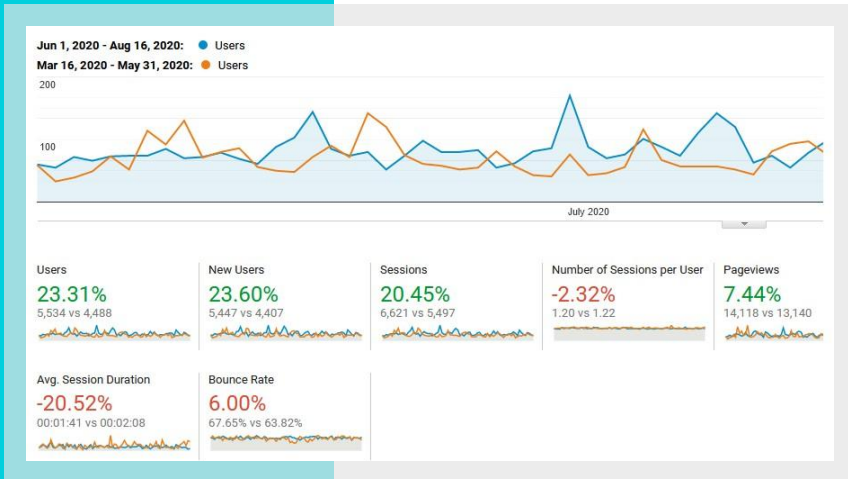
# SEO CASE STUDIES

2022

## ORGANIC IMPRESSIONS



## TRAFFIC OVERVIEW



# A Tidy Mind

atidymind.co.uk

United Kingdom (UK)

## SEO STATISTICS

- All Keywords are on the 1<sup>st</sup> page in the UK
- Organic Search Clicks increased by 45.53%
- Domain Authority increased from 31 to 38.

## KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Rankings Before	Rankings After
Decluttering Services London	13	1 (#1 Page)
Professional Declutterer London	14	2 (#1 Page)
professional declutterer	8	1 (#1 Page)
Decluttering Services	8	1 (#1 Page)

# D&H Partnership

<https://dhpltd.co.uk>  United Kingdom (UK)

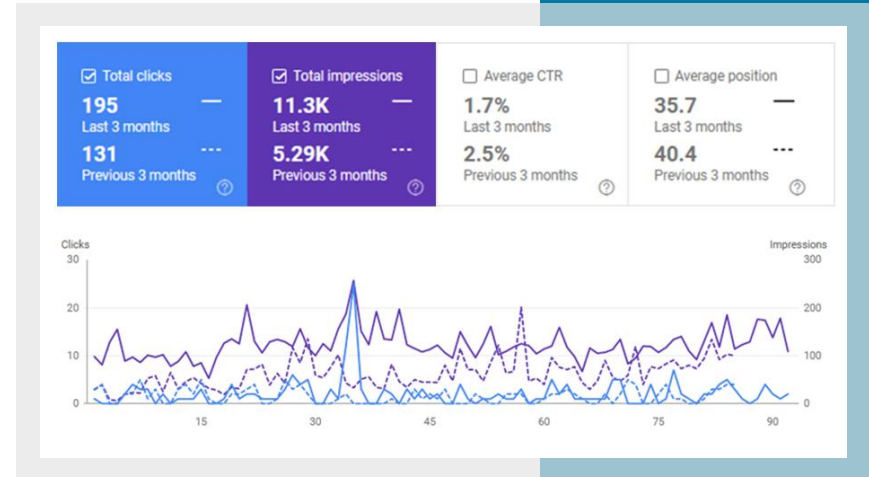
## SEO STATISTICS

- All keywords are on the 1st page in the UK
- Bounce Rate decreased from 59.17% to 35.6%
- Domain Authority increased from 14 to 23

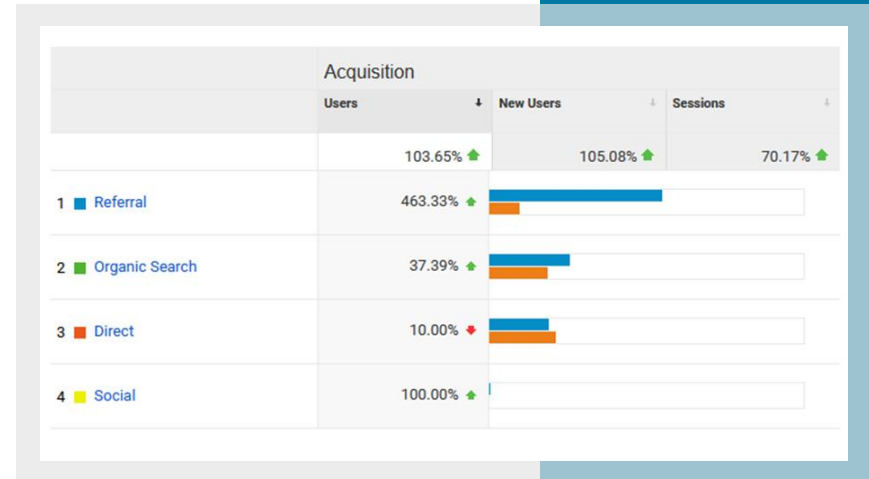
## KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Rankings Before	Rankings After
Operating Theatre Lights	25	5 (#1 Page)
Medical Lighting Accessories	32	3 (#1 Page)
Operating Theatre Equipment Suppliers	12	1 (#1 Page)
Minor Surgical Lights	22	1 (#1 Page)

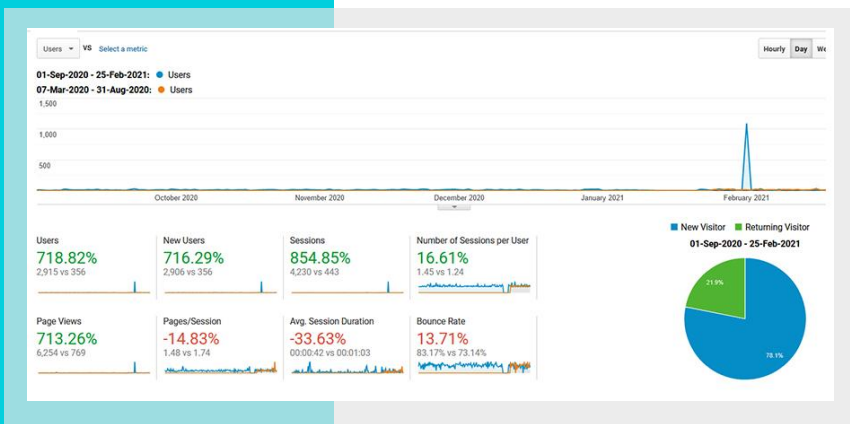
## ORGANIC IMPRESSIONS



## TRAFFIC OVERVIEW



## ORGANIC IMPRESSIONS



## ORGANIC CLICKS

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	718.82% ↑	716.29% ↑	854.85% ↑	13.71% ↑
1 Organic Search	2,690.74% ↑			56.50% ↓
2 Direct	363.26% ↑			5.65% ↓
3 Referral	4,628.57% ↑			11.05% ↑
4 Social	100.00% ↑			100.00% ↑

# The Hudson Centre

thehudsoncentre.co.uk

United Kingdom (UK)

## SEO STATISTICS

- Increased ranking for all 14 keywords
- All keywords are on the 1st page in UK
- Domain Authority increased from 32 to 36
- Backlinks increased by 4,400

## KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Potential Search/month	Rankings Before	Rankings After
Adult Family Therapy London	10-100	8	1
Adult Family Counseling London	10-100	6	1
Sex Addiction Therapy London	10-100	3	1
Psychosexual Therapy London	10-100	12	9
Couples Counselling London	100-1K	21	13



# Sky High Tree

skyhightree-services.co.uk United Kingdom (UK)

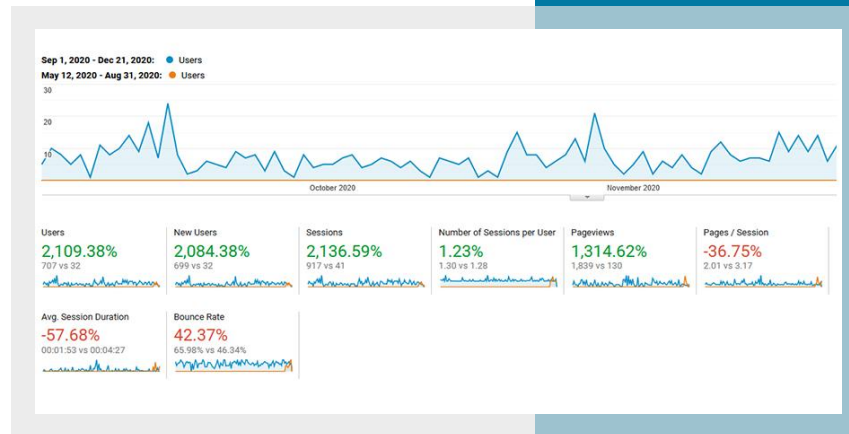
## SEO STATISTICS

- Increased rankings for all 5 keywords
- 3 keywords are on 1st page
- Domain Authority increased by 15
- Backlinks increased by 1K
- Domain Authority increased from 1 to 16

## KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Potential Search/month	Rankings Before	Rankings After
Tree surgeon Rotherham	10-100	10	3
Tree surgeon Sheffield	10-100	32	22
Tree removal Sheffield	10-100	33	16
Tree removal Rotherham	10-100	11	2
Site clearance Sheffield	10-100	48	5

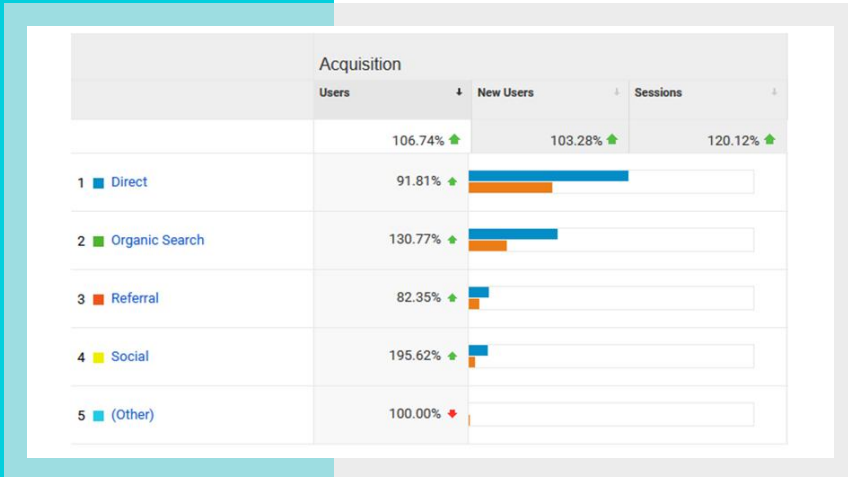
## ORGANIC IMPRESSIONS



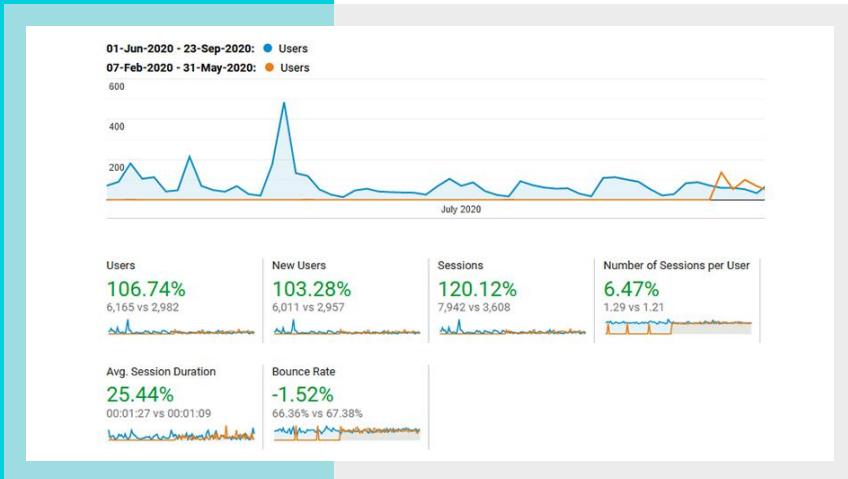
## TRAFFIC OVERVIEW

	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
1 Organic Search	2,109.38% ↑	2,084.38% ↑	2,136.59% ↑	42.37% ↓
2 Direct	2,157.14% ↑			38.08% ↓
3 Paid Search	1,183.33% ↑			50.72% ↓
4 Social	100.00% ↑			100.00% ↓
5 Referral	1,740.00% ↑			120.11% ↓
	4,300.00% ↑			59.42% ↓

## ORGANIC IMPRESSIONS



## TRAFFIC OVERVIEW



# Alexander Beard Group

<https://www.abg.net/>

USA

## SEO STATISTICS

- 60% of keywords are on the top 2 pages in USA
- Organic clicks are increased by 100%
- Domain authority increased from 26 to 30

## KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Rankings Before	Rankings After
UK expat pension advice	60	9
UK expats in Australia	40	5
South African expats in USA	11	4
South African expat tax advice	47	4
qualifying recognised overseas pension scheme USA	No Ranking	8

# Bagpipe Specialists

bagpipespecialists.com

United Kingdom (UK)

## SEO STATISTICS

- 80% of keywords are on the top 2 pages in the UK
- Huge increase in organic search traffic
- Domain Authority increased from 19 to 25

## KEYWORD RANKING

Keyword Ranking (Google.com)	Rankings Before	Rankings After
Drone reeds for bagpipes	35	9
Ghillie brogues shoes	81	24
Handmade leather sporran	52	7
Pipe band Drum sticks	18	10
Premier military drums	No Ranking	9

## ORGANIC IMPRESSIONS



## TRAFFIC OVERVIEW

	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
	11,968.57%	11,925.71%	14,768.89%	2.84%
1 Organic Search	11,756.52%			4.85%
2 Social	100.00%			100.00%
3 Direct	4,950.00%			9.88%
4 Referral	100.00%			100.00%

## TRAFFIC STATISTICS AFTER



## TRAFFIC STATISTICS BEFORE



# MyIp

<https://www.myip.io>

USA

## SEO STATISTICS

- Page one rankings for 10+ keywords
- Traffic increase of 30%, mostly from the main area the client wanted to target
- Bounce rate decreased by 20%
- Domain Authority increase from 25 to 39

## KEYWORD RANKING

Keyword Ranking (Google.com)	Rankings Before	Rankings After
Dedicated VPN	24	1
Dedicated VPN Service	43	3
Dedicated IP Address VPN	35	4



# FocusWave Clinic

focuswaveclinic.com 📍 Canada (CA)

**INDUSTRY:** Healthcare

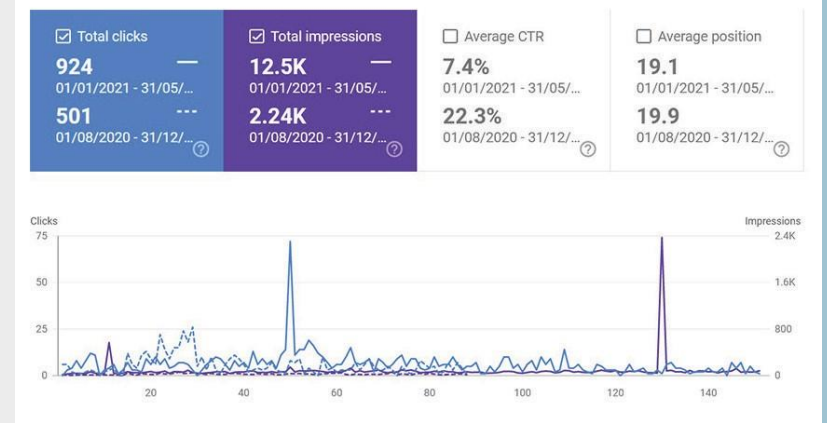
## SEO STATISTICS

- Main treatment keywords are on the 1<sup>st</sup> page
- Organic search clicks are increased by 89.66%
- Domain authority increased from 1 to 16

## KEYWORD RANKING

Keyword Ranking (Google.ca)	Rankings Before	Rankings After
ED clinic	No ranking	2
Men's health clinic Ottawa	12	3
Peyronie's disease Ottawa	11	2
ED clinic Ottawa	25	#1

## TRAFFIC OVERVIEW



## TRAFFIC OVERVIEW

	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Ses...	Avg. Session Duration
	274.42% <span>▲</span>	271.82% <span>▲</span>	314.39% <span>▲</span>	9.42% <span>▼</span>	8.28% <span>▲</span>	24.53% <span>▲</span>
1 Organic Search	89.66% <span>▲</span>			8.46% <span>▼</span>		
2 Paid Search	100.00% <span>▲</span>			100.00% <span>▲</span>		
3 Direct	248.35% <span>▲</span>			3.19% <span>▼</span>		
4 Social	587.50% <span>▲</span>			20.20% <span>▼</span>		
5 Referral	850.00% <span>▲</span>			15.38% <span>▼</span>		

# Test Equipment Repair

testequipmentrepair.com

United Kingdom (UK)

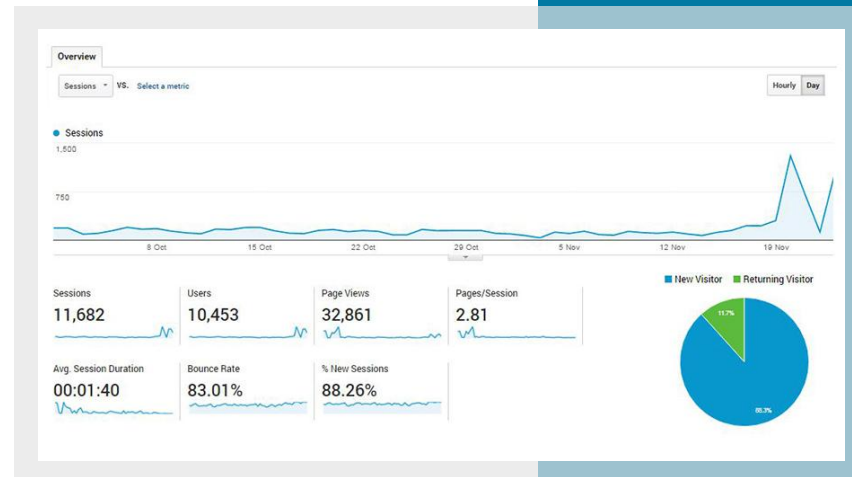
## SEO STATISTICS

- Page one rankings for 15+ keywords
- Traffic increase of 85%, mostly from the main area the client wanted to target
- Bounce rate decreased from 83% to 52%
- Domain Authority increased from 1 to 22

## KEYWORD RANKING

Keyword Ranking (Google.com)	Rankings Before	Rankings After
Multimeter Repair Service	58	8
Test Equipment Repair	23	1
Post-Repair Calibration Service	12	1

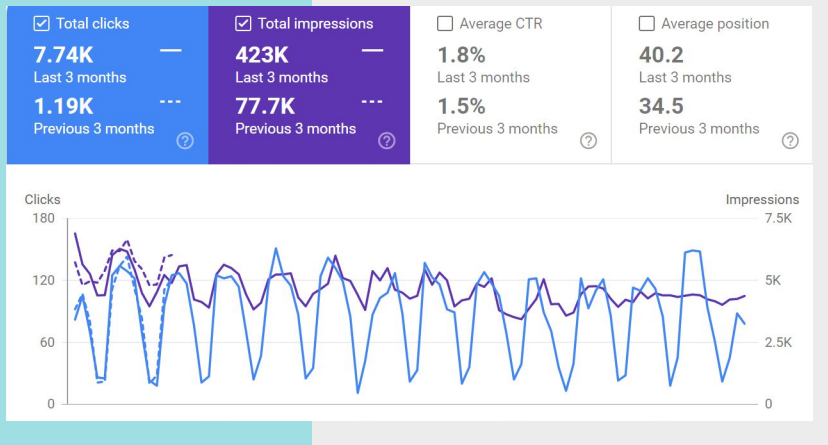
## TRAFFIC STATISTICS AFTER



## TRAFFIC STATISTICS BEFORE



## ORGANIC IMPRESSIONS



## TRAFFIC OVERVIEW

	Users	New Users	Sessions	Bounce Rate
	23.90% ↑	1.79% ↑	6.14% ↑	1.67% ↓
1 Direct	15.35% ↑			0.58% ↓
2 Organic Search	52.26% ↑			0.49% ↓
3 Referral	13.08% ↑			3.65% ↑
4 Email	130.19% ↑			24.38% ↓
5 Paid Search	100.00% ↑			100.00% ↑

# Kaye Instruments

kayeinstruments.com

United States (USA)

**INDUSTRY:** Equipment Supplier

## SEO STATISTICS

- 8 keywords are on 1st page
- Organic search clicks have increased by 52.26%
- Organic search presence is improved significantly from 1.19K to 7.74K clicks

## KEYWORD RANKING

Keyword Ranking (Google.com)	Rankings Before	Rankings After
Thermal validation system	7	#1
Temperature validation system	6	#1
wireless thermal validation	7	#1
autoclave validation	29	6

# Podknows Podcasting

podknowspodcasting.co.uk

United Kingdom (UK)

**INDUSTRY:** Entertainment, Audio management

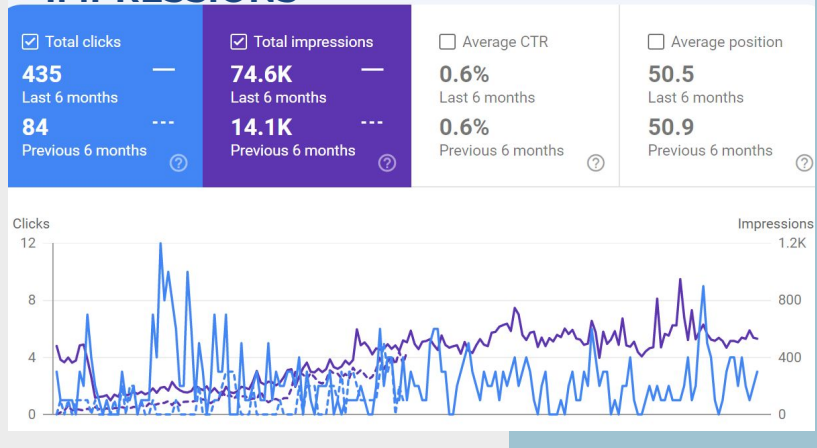
## SEO STATISTICS

- Top Services Keywords are on 1<sup>st</sup> page
- Organic search clicks have increased by 378.50%
- Domain authority increased from 5 to 24

## KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Rankings Before	Rankings After
podcast coaching	18	#1
podcast services uk	34	#1
branded podcasts	No ranking	8
podcast production costs	55	4

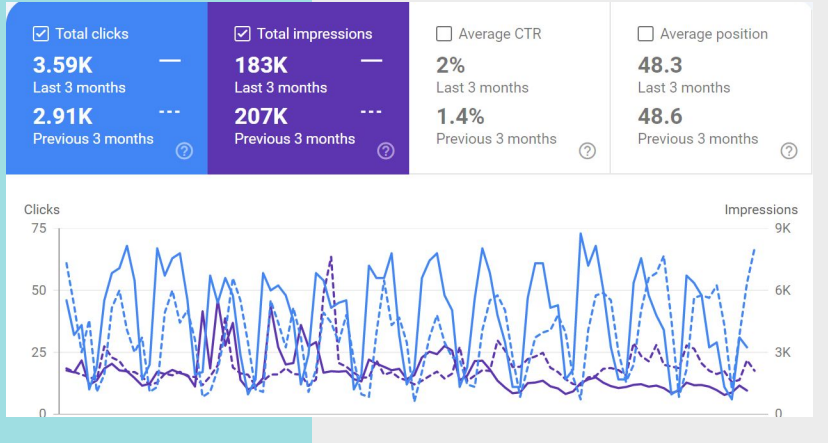
## ORGANIC IMPRESSIONS



## TRAFFIC OVERVIEW

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	76.47% ↑	73.43% ↑	55.33% ↑	1.13% ↓
1 Organic Search	378.50% ↑			33.27% ↓
2 Direct	11.11% ↓			23.33% ↓
3 Social	15.07% ↑			1.81% ↓
4 Referral	72.00% ↑			28.57% ↓

## ORGANIC IMPRESSIONS



## TRAFFIC OVERVIEW

	Acquisition		Behaviour	
	Users	New Users	Sessions	Bounce Rate
	14.58% ↑	16.32% ↑	15.52% ↑	3.22% ↑
1 Direct	14.51% ↑			4.02% ↑
2 Email	21.37% ↑			5.73% ↑
3 Organic Search	7.50% ↑			0.99% ↓
4 Referral	6.04% ↑			0.50% ↓
5 Social	15.05% ↑			0.25% ↓

# Innovation Forum

innovationforum.co.uk

United Kingdom (UK)

**INDUSTRY:** International Trade

## SEO STATISTICS

- 5 keywords are on 1st page
- Organic search clicks are increased by 7.50% (in 2 months)
- Overall spam score reduced

## KEYWORD RANKING

Keyword Ranking (Google.com)	Rankings Before	Rankings After
innovation forum	3	#1
future of plastics	14	8
plastic innovations and technologies	89	9
Top sustainability conferences	39	10



# Serenity Aesthetics

serenityaesthetics.co.uk United Kingdom (UK)

INDUSTRY: Skin Care

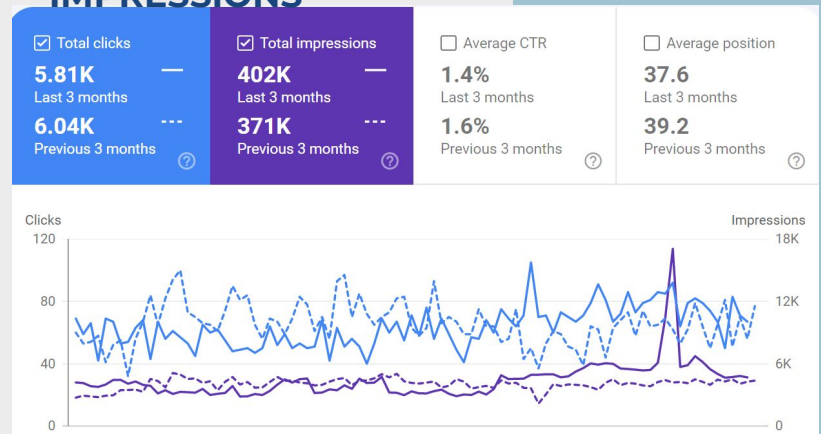
## SEO STATISTICS

- 11 keywords are on the 1st page
- Organic search clicks are increased by 18.89%
- Domain authority increased from 12 to 15

## KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Rankings Before	Rankings After
Aesthetics clinic Leeds	4	#1
Botox and filler training course Leeds	8	2
Jawline Fillers leeds	38	2
Botox Prices	9	2

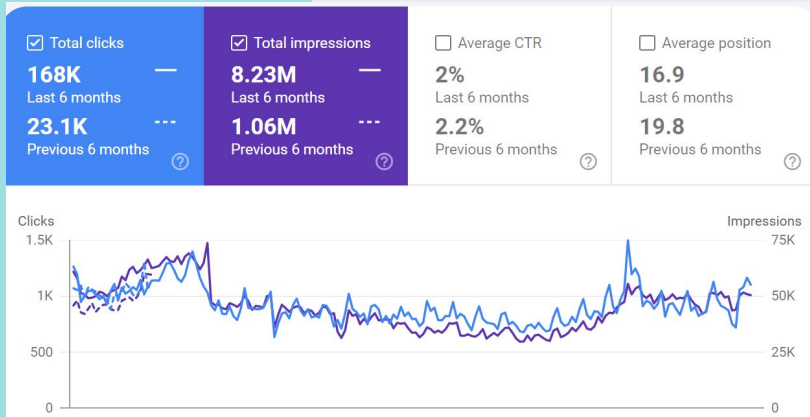
## ORGANIC IMPRESSIONS



## TRAFFIC OVERVIEW

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	18.99% ↑	19.84% ↑	18.01% ↑	4.50% ↑
1 Organic Search	18.89% ↑			5.25% ↑
2 Direct	24.52% ↑			2.79% ↑
3 Social	22.81% ↓			5.57% ↓
4 Referral	1.89% ↑			2.86% ↓
5 Email	100.00% ↑			100.00% ↑

## ORGANIC IMPRESSIONS



## TRAFFIC OVERVIEW

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	33.05% <span>▲</span>	32.84% <span>▲</span>	31.01% <span>▲</span>	9.07% <span>▼</span>
1 Organic Search	35.02% <span>▲</span>	<div style="width: 35.02%;"><div style="width: 32.84%;"></div></div>		9.78% <span>▼</span>
2 Direct	61.51% <span>▲</span>	<div style="width: 61.51%;"><div style="width: 32.84%;"></div></div>		3.16% <span>▲</span>
3 Social	14.00% <span>▲</span>	<div style="width: 14.00%;"><div style="width: 32.84%;"></div></div>		15.92% <span>▼</span>
4 Referral	12.38% <span>▼</span>	<div style="width: 12.38%;"><div style="width: 32.84%;"></div></div>		28.56% <span>▼</span>
5 (Other)	100.00% <span>▲</span>	<div style="width: 100.00%;"><div style="width: 32.84%;"></div></div>		100.00% <span>▲</span>

# Curl Maven

[curlmaven.ie](http://curlmaven.ie)

USA, United Kingdom (UK)

**INDUSTRY:** Beauty, Hair Influencer

## SEO STATISTICS

- 10+ keywords are on the 1st page
- Organic search clicks are increased by 35.02 % (in 4 months)
- Domain authority increased from 20 to 26

## KEYWORD RANKING

Keyword Ranking (Google.com)	Rankings Before	Rankings After
curly hair routine	10	3
Best haircut for curly hair	8	2
rice water rinse	12	2
bounce curl	12	5

# Your Everyday Heroes

youeverydayheroes.com

United States (USA)

INDUSTRY: Entertainment

## SEO STATISTICS

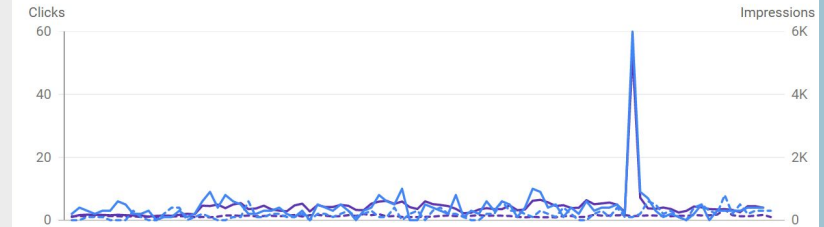
- 10+ keywords are on the 1st page
- Organic search clicks are increased by 128.91%
- Domain authority increased from 8 to 14

## KEYWORD RANKING

Keyword Ranking (Google.com)	Rankings Before	Rankings After
ex-offenders inspirational story	99	#1
Aaron Dodd tuba player	No ranking	1
Brett Eastburn comedian	14	3
Everyday heroes stories	31	5

## ORGANIC IMPRESSIONS

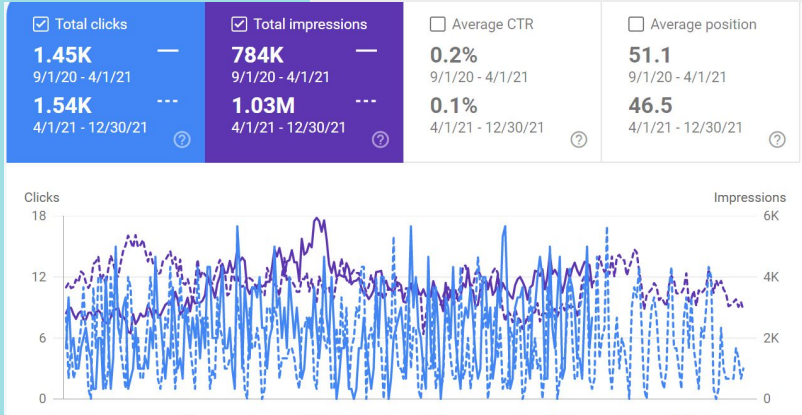
<input checked="" type="checkbox"/> Total clicks <b>383</b> Last 3 months <b>180</b> Previous 3 months	<input checked="" type="checkbox"/> Total impressions <b>39.2K</b> Last 3 months <b>12.3K</b> Previous 3 months	<input type="checkbox"/> Average CTR <b>1%</b> Last 3 months <b>1.5%</b> Previous 3 months	<input type="checkbox"/> Average position <b>20.4</b> Last 3 months <b>29.9</b> Previous 3 months
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## TRAFFIC OVERVIEW

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	34.69% ↑	8.21% ↓	70.84% ↑	33.34% ↓
1 (Other)	33.04% ↑			26.27% ↓
2 Referral	619.34% ↑			93.19% ↓
3 Direct	416.27% ↑			91.15% ↓
4 Organic Search	128.91% ↑			492.77% ↑
5 Social	8.07% ↓			60.56% ↓

## ORGANIC IMPRESSIONS



## TRAFFIC OVERVIEW

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	88.70% <span style="color: green;">▲</span>	88.96% <span style="color: green;">▲</span>	84.87% <span style="color: green;">▲</span>	6.48% <span style="color: red;">▼</span>
1 Direct	129.53% <span style="color: green;">▲</span>	<div style="width: 100%;"><div style="width: 100%;"></div></div>		1.51% <span style="color: green;">▲</span>
2 Organic Search	22.44% <span style="color: green;">▲</span>	<div style="width: 100%;"><div style="width: 100%;"></div></div>		0.81% <span style="color: red;">▼</span>
3 Referral	306.41% <span style="color: green;">▲</span>	<div style="width: 100%;"><div style="width: 100%;"></div></div>		57.49% <span style="color: red;">▼</span>
4 Social	72.68% <span style="color: red;">▼</span>	<div style="width: 100%;"><div style="width: 100%;"></div></div>		9.62% <span style="color: red;">▼</span>
5 (Other)	95.65% <span style="color: red;">▼</span>	<div style="width: 100%;"><div style="width: 100%;"></div></div>		55.00% <span style="color: green;">▲</span>

# Cloudscape IT

[cloudscapeit.co.uk](https://cloudscapeit.co.uk)

London, United Kingdom (UK)

**INDUSTRY:** IT support

## SEO STATISTICS


- 5+ keywords are on the 1st page
- Organic search clicks are increased by 22.44 %
- Domain authority increased from 25 to 29

## KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Rankings Before	Rankings After
Cloud services London	6	#1
cloud solution provider london	8	#1
IT Support Services London	35	5
Remote IT support companies	No ranking	7


# NAUTILUS

MARKETING

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