



# SEO CASE STUDY

**AN ONLINE POOL SHOP IN USA**

# OVERVIEW

**BUSINESS NICHE:** Online Pool Shop

**TARGETED LOCATION:** USA Wide

**TARGETED GOOGLE:** Google.com

## ISSUES

- Important keywords are on page 2 & 3 of Google
- Low Organic Traffic
- Low Organic Conversions

## GOALS

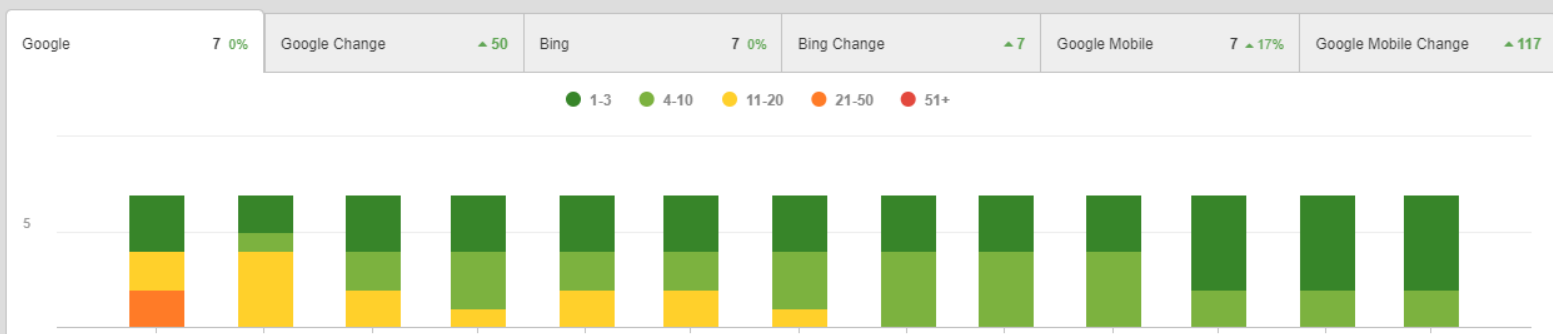
- Push Keywords to Page 1
  - More Organic Traffic
  - More Organic Conversions
- 

# AFTER 12 MONTHS

- 100% of keywords moved to page 1
- 50 Plus Google Rankings
- 140% Increase in Organic Traffic
- 111% Increase in Sales

## Rankings

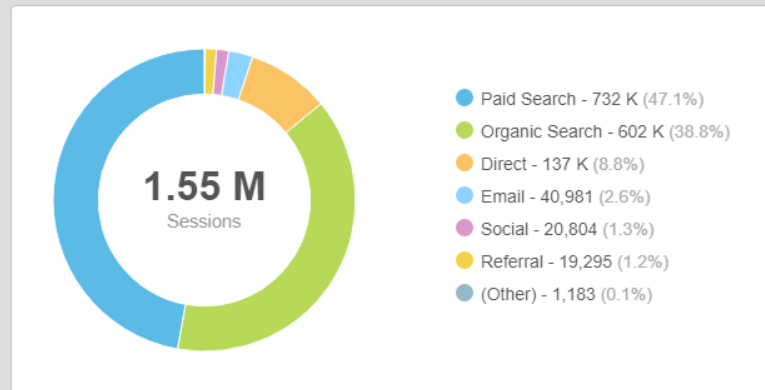
All Time Add Keywords



## Channels

All Organic Search Paid Search Social Referrals Display Email Other

Jan 1 2017 - Jun 30 2017



**1.55 M**  
Sessions  
▲ 140%

**3.79**  
Pages/Session  
▲ 7%

**00:02:08**  
Avg. Session Duration  
▲ 3%

**60.01%**  
% New Sessions  
▼ 2%

**47.81%**  
Bounce Rate  
▼ 6%

**222 K**  
Goal Completions  
▲ 111%