
SEO SOLUTIONS CLIENT CASE STUDIES
YEAR OVER YEAR DATA COMPILED FROM GOOGLE ANALYTICS

CLIENT CASE STUDIES
SEO Analysis



Key Terms

Organic Users - New users are users that are visiting your site for the first time. New users are important. A higher percentage of new users means the site is accessed by new prospects which means more chances of conversions and ultimately sales.

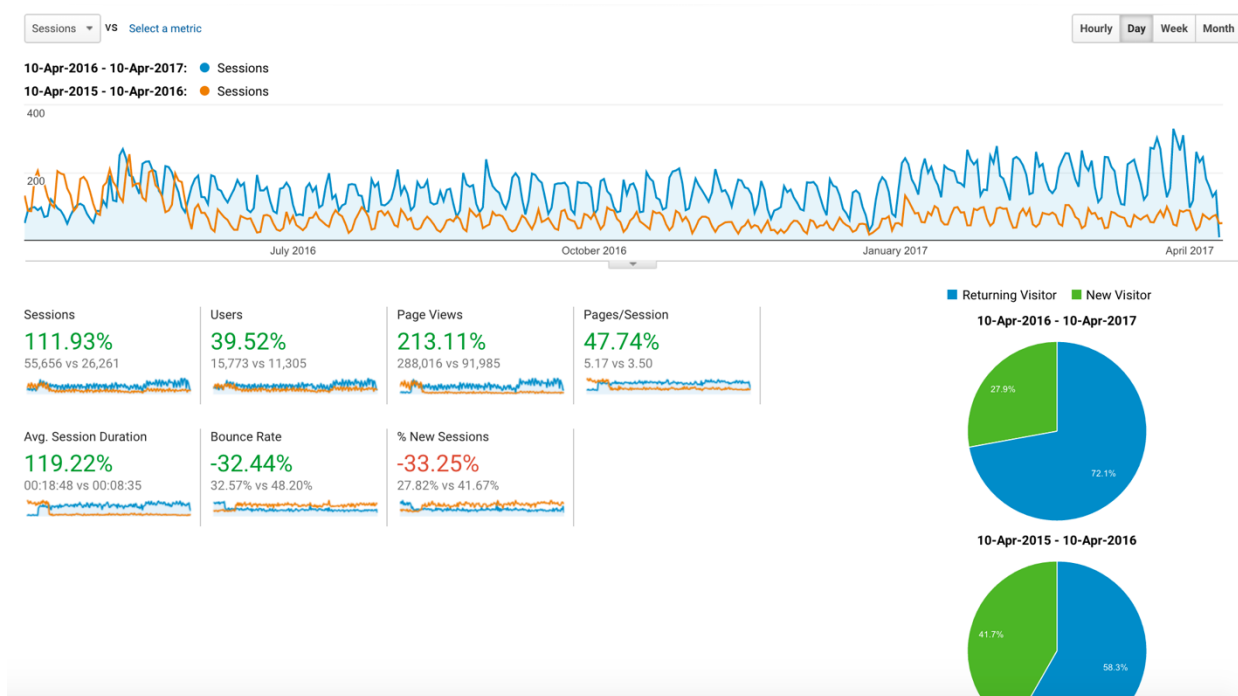
Organic Sessions - New sessions are visits from users that visited your site after the expiry period i.e. 30 minutes of inactivity. New sessions are important. A higher percentage of new sessions means the site is accessed multiple times by returning and new users which means more chances of conversions and sales.

Pageview - A view of a page on your site that is being tracked by the Google Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well. More Pageviews means that website users are digging deeper into your site and learning more about your business and showing interest. The higher the number, the better.

CASE # 1

- **Data: Year Over Year**
 - Data Gathered from April 10, 2016 – April 10, 2017 vs April 10, 2015 – April 10, 2016
- **Type of Client:** Online Real Estate Licensing Company
- **33 out of 34 Total Campaign Keywords Are on Page 1+2 of Google**

Sessions	+111.93%	+29,395
Users	+39.52%	+4,468
Pageviews	+213.11%	196,031



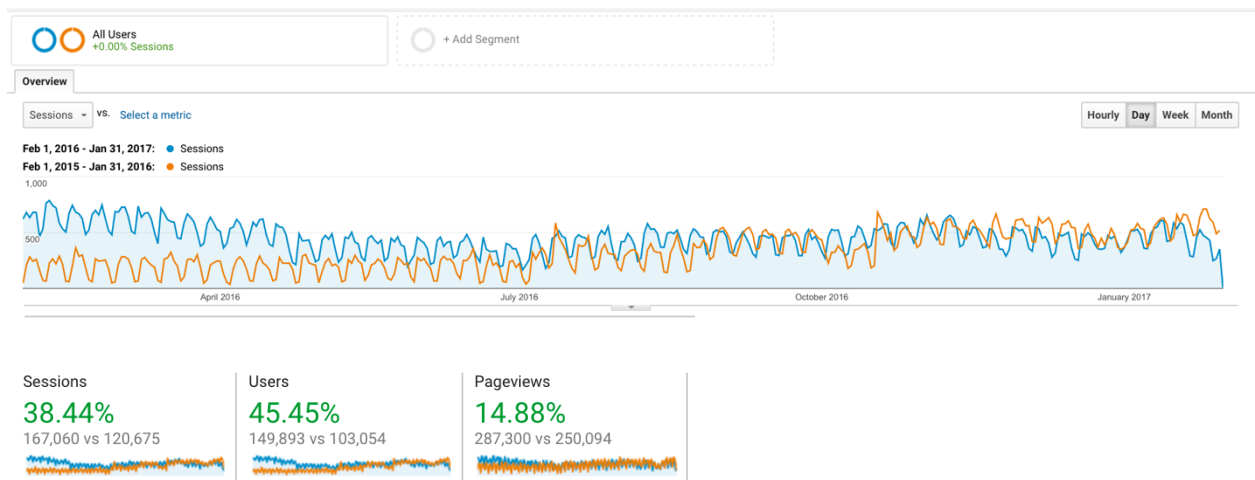
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CASE # 2

- **Data:** Year Over Year
 - Data Gathered from Feb 1, 2016 – Jan 31, 2017 vs Feb, 2015 – Jan 31, 2016
- **Type of Company:** Hand Dryer Manufacturer
- **27 out of 30 Total Campaign Keywords on the First Page of Google**

Sessions	+38.44%	46,385
Users	+45.45%	46,839
Pageviews	+14.88%	37,206



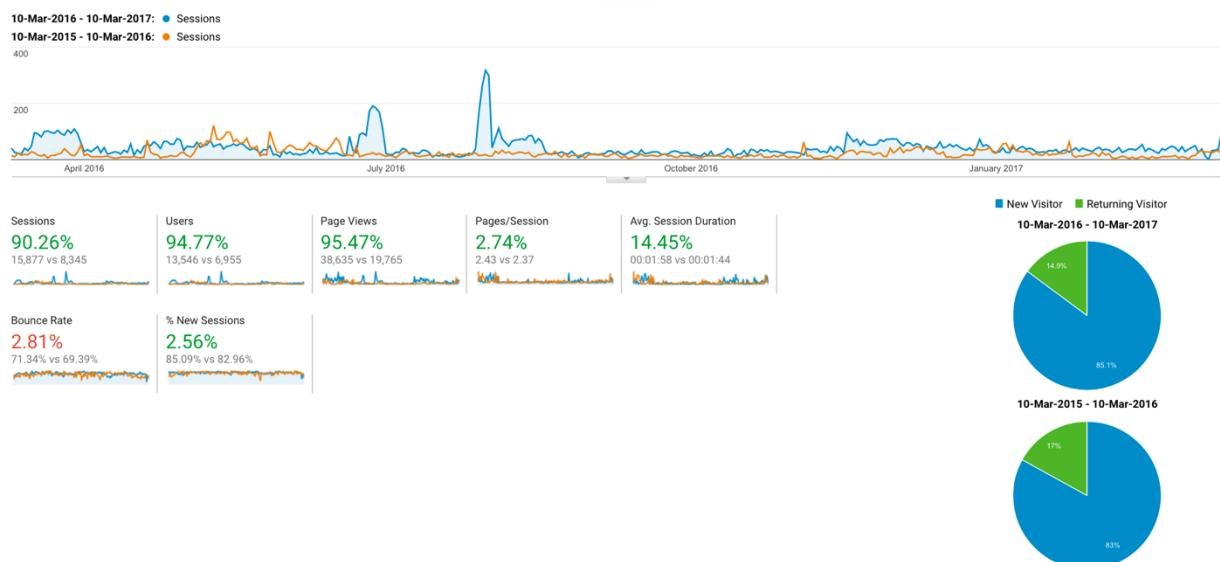
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CASE #3

- **Data: Year Over Year**
 - Data Gathered from March 10, 2016 – March 10, 2017 vs March 10, 2015 – March 10, 2016
- **Type of Company:** Home Remodeling Contractor Specializing in Kitchens & Basements
- **13 out of 20 Total Campaign Keywords are on Page 1+2 of Google**

Sessions	+90.26%	+7,532
Users	+94.77%	+6,591
Pageviews	+95.47%	+18,870



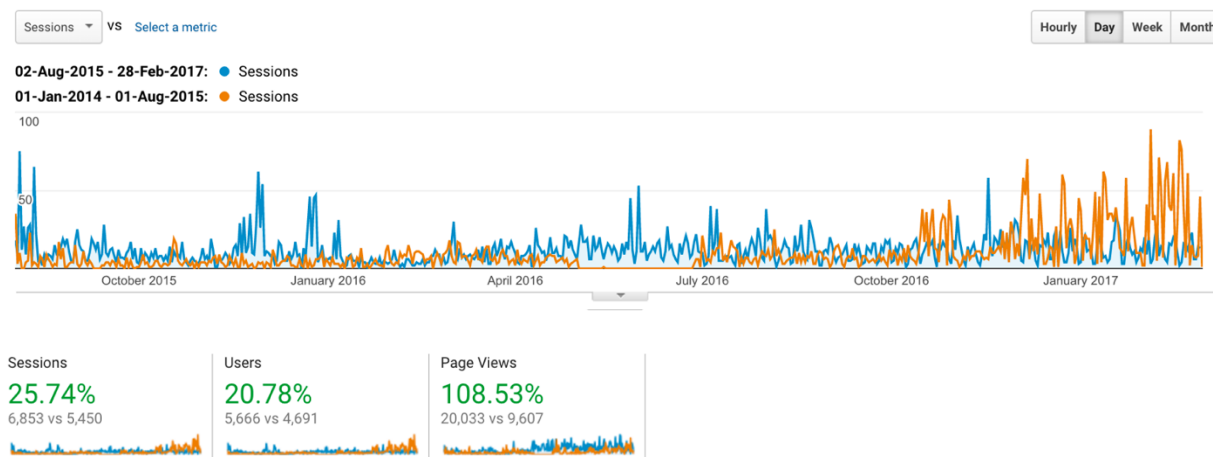
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CASE #4

- **Data: Year Over Year**
 - Data Gathered from Aug 02, 2015 – Feb 28, 2017 vs Jan 1, 2014 – Aug 1, 2015
- **Type of Company:** Plumbing, Sewer & Drainage Company
- **22 out of 24 Total Campaign Keywords are on Page 1+2 of Google**

Sessions	+25.74%	+1,403
Users	+20.78%	+975
Pageviews	+108.53%	+10,426



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