

Business Case Study and Report

Bond Hair Bar



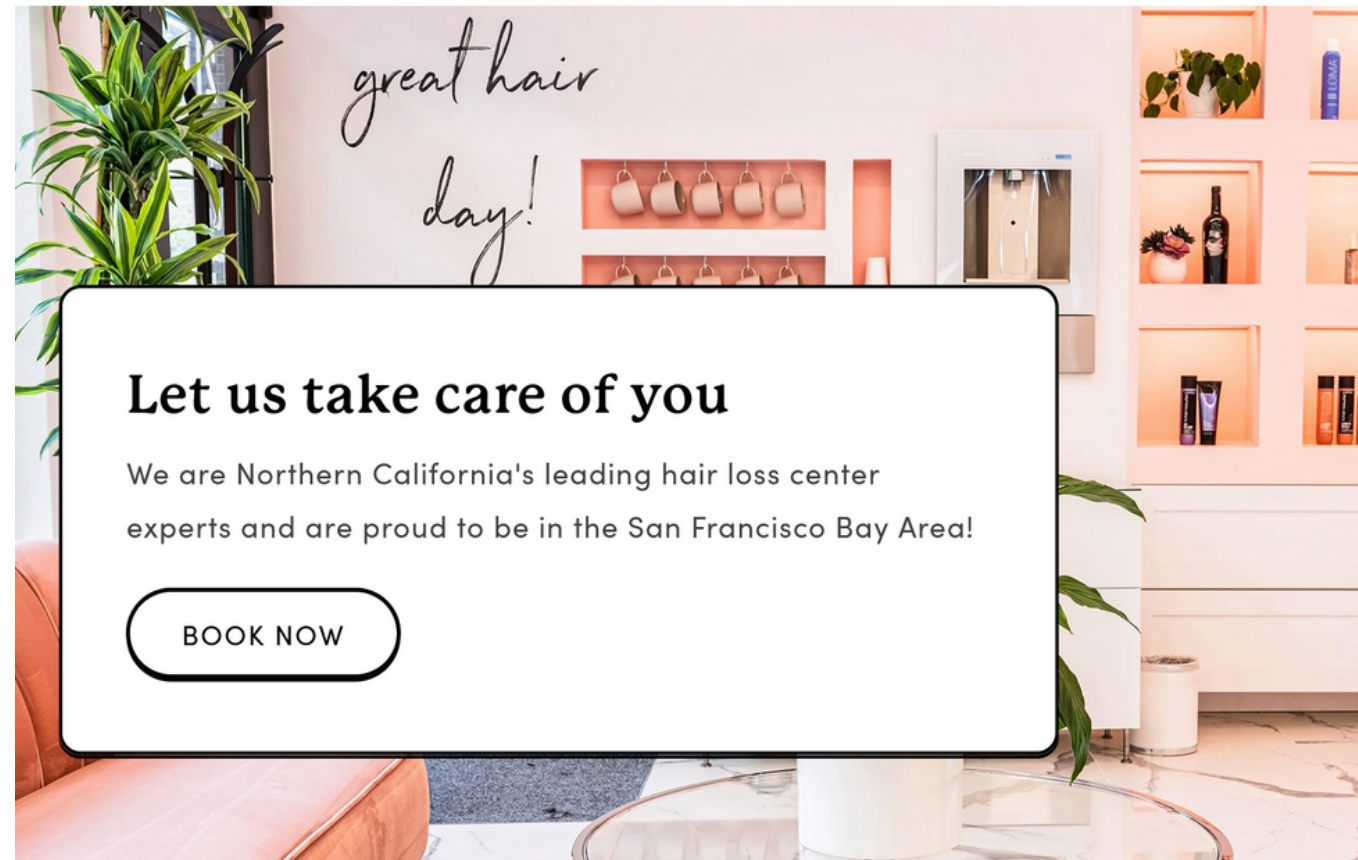
Presented by:
Agreed Technologies

Last Updated:
August 10, 2023



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Company Overview

Bond Hair Bar provides a comprehensive, personalized hair extension experience. based in San Mateo, CA. They offer non-surgical hair replacement and hair extensions service. Their online performance was poor and the website did not ranked for any relevant keywords.

Timeline for Project Success: **3 Years 9 Months**

Geography: California

Services Offered to Client: **Search Engine Optimization, Content Marketing,**

Problem Statement

01

Get More Traffic through Organic Search

Achieved by improving the existing content profile.

02

Increase the Keywords Ranking on Google in California

increase the number of ranked keywords for other services

03

Increase the Backlinks of the Website

Create more backlinks and gain competitive edge over competitors.

Problem #1

Get More Traffic through Organic Search

Organic Traffic

643

(Aug'2023)

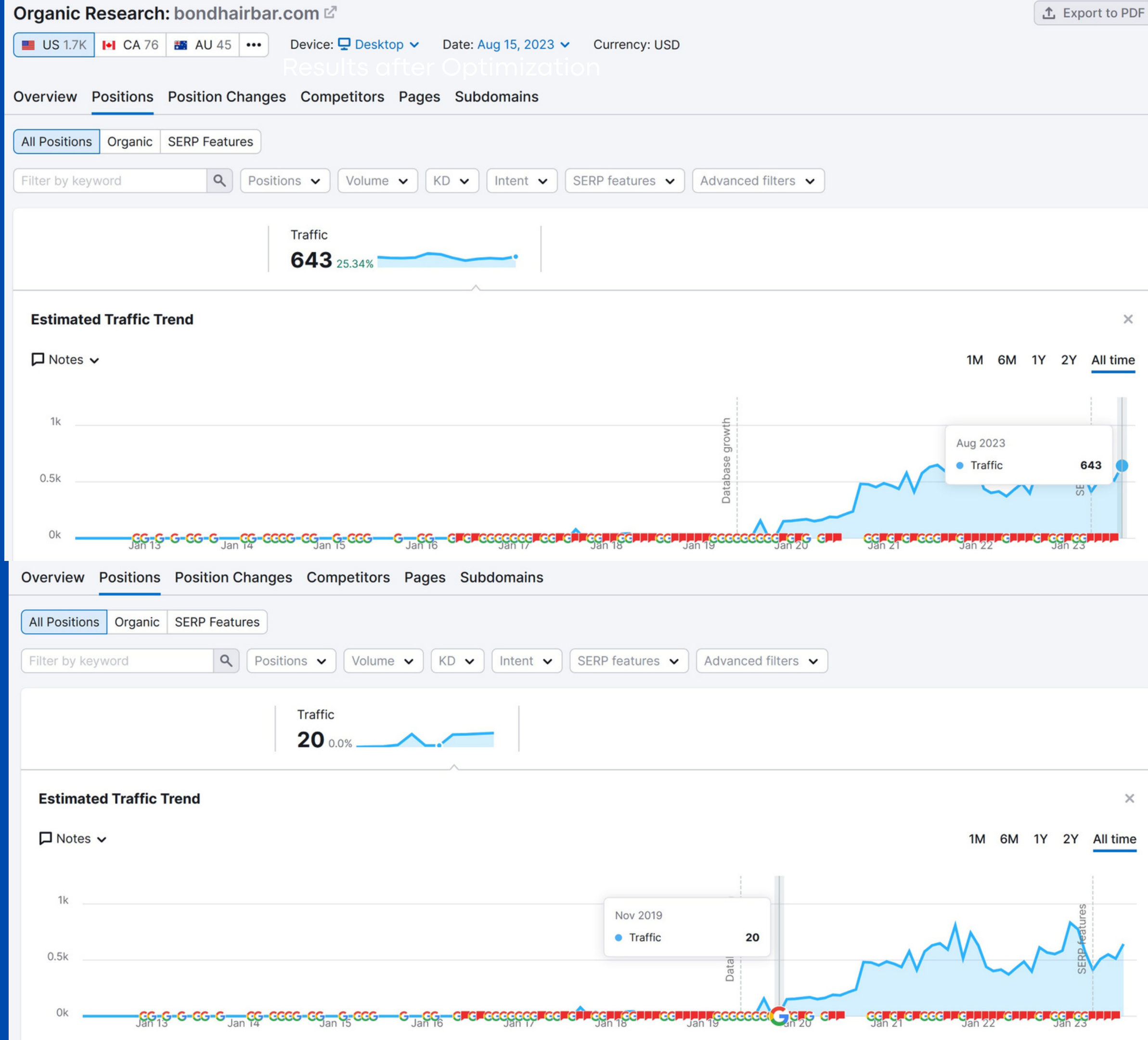
3,115% Increase

In a span of 3 years 9 Months, the organic traffic on the website had grown by 3,115%

Organic Traffic

20

(Nov'2019)



Problem #2

Increase the Keywords Ranking on Google in California

Ranked keywords

1,667

(Aug'2023)

1,816% Increase

In a span of 3 years 9 Months, the website started ranking for more than 1667 keywords an increase of 1816.09%.

Out of this, 74 keywords appeared in top 10 positions of Google

Ranked Keywords

87

(Nov'2019)

Organic Research: bondhairbar.com

Export to PDF

US 1.7K CA 76 AU 45

Device: Desktop

Date: Aug 15, 2023

Currency: USD

Results after Optimization

Overview Positions Position Changes Competitors Pages Subdomains

All Positions Organic SERP Features

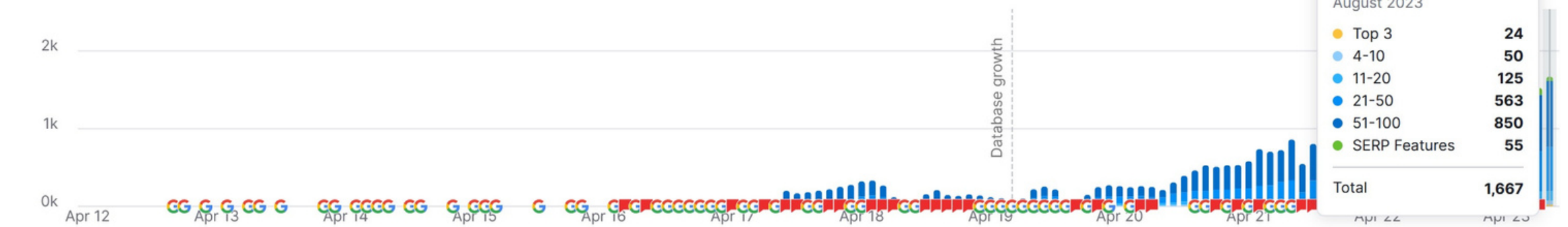
Filter by keyword Positions Volume KD Intent SERP features Advanced filters

Keywords
1.7K 9.6%

Organic Keywords Trend

Top 3 4-10 11-20 21-50 51-100 SERP Features Notes

1M 6M 1Y 2Y All time



Overview Positions Position Changes Competitors Pages Subdomains

All Positions Organic SERP Features

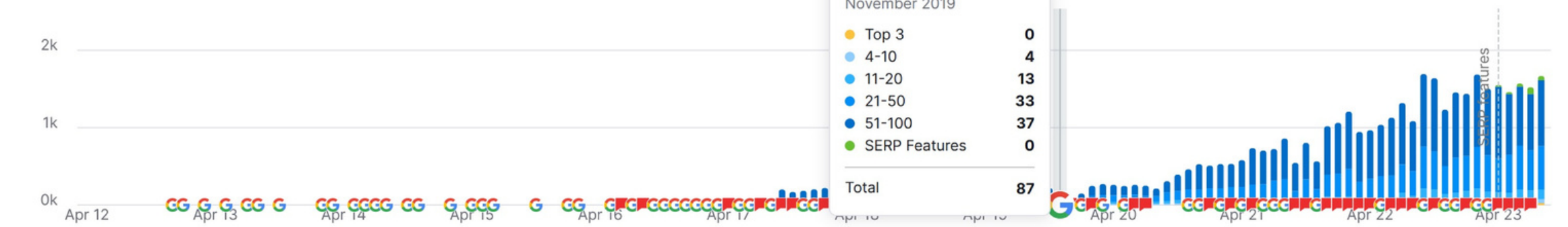
Filter by keyword Positions Volume KD Intent SERP features Advanced filters

Keywords
87 -59.91%

Organic Keywords Trend

Top 3 4-10 11-20 21-50 51-100 SERP Features Notes

1M 6M 1Y 2Y All time



Problem #3

Increase the Backlinks for the website

Total Backlinks

3,376

(Aug'2023)

1,851% Increase

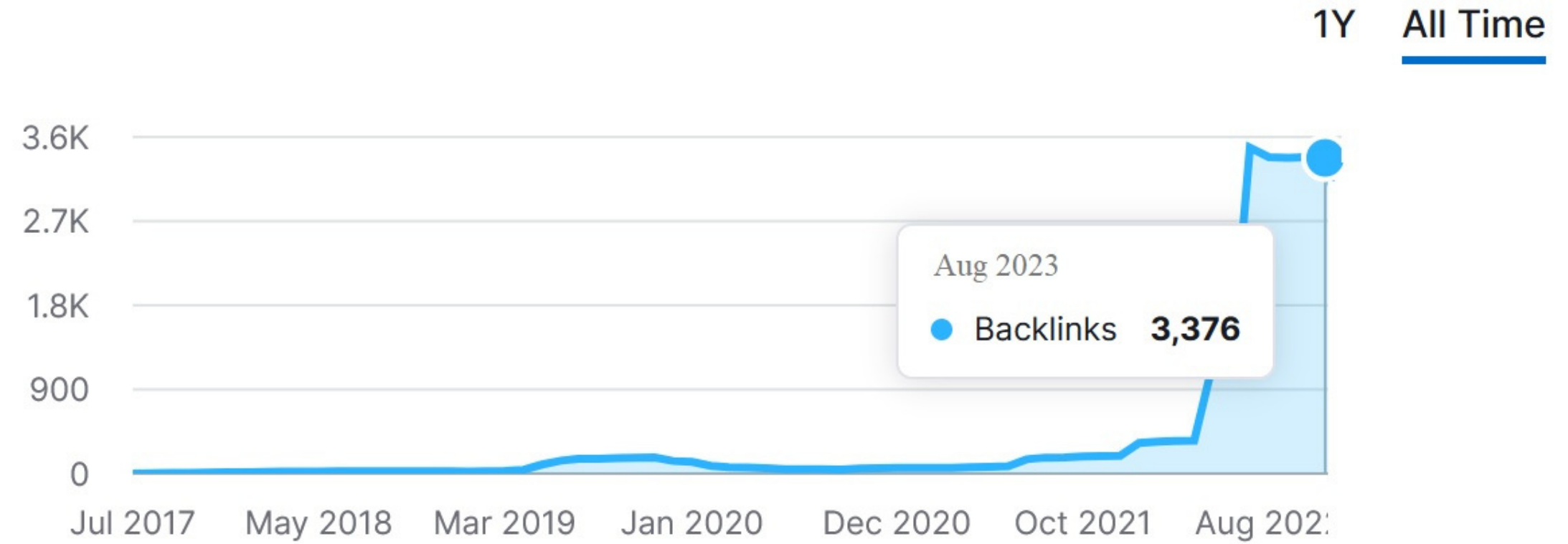
In a span of 3 Years 9 Months, the website's total number of backlinks improved by 1,851.45%.

Total Backlinks

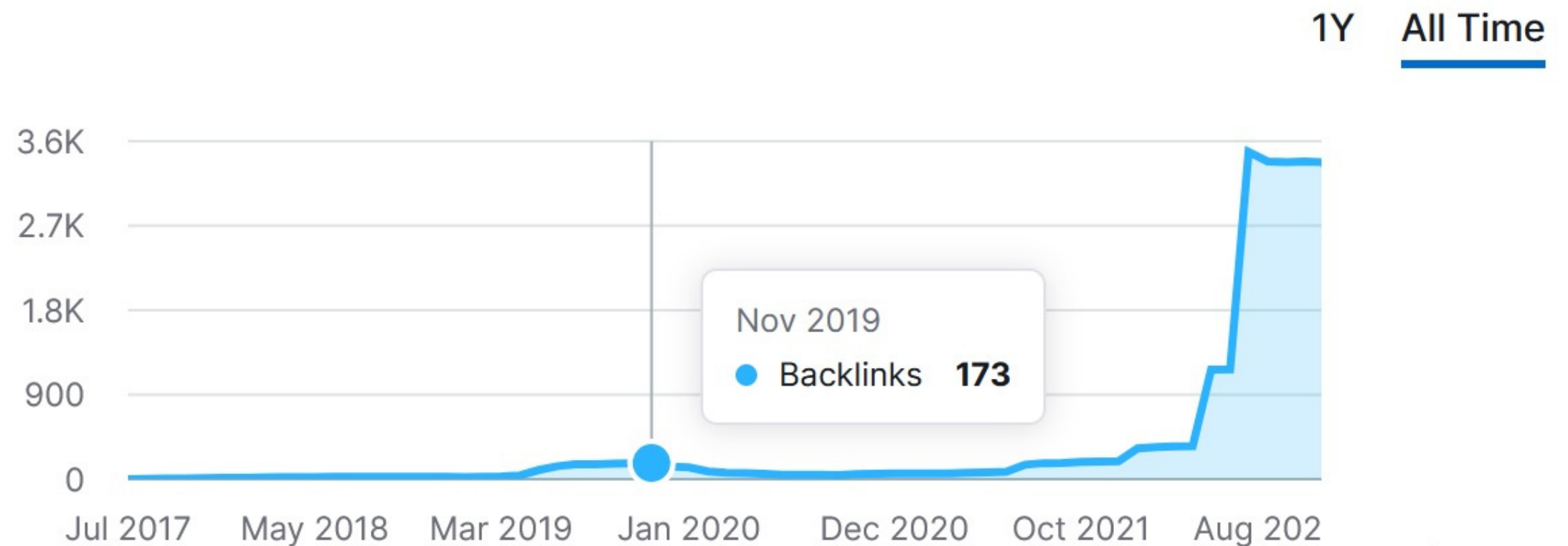
173

(Nov'2019)

Backlinks *i*



Backlinks *i*





Organic Search Traffic improved by **3,115%** in 3 years 9 Months.

Total Ranked keywords improved by **1,816%** in 3 years 9 Months.

Total Backlinks for the website increased by **1,851%** in 3 years 9 Months.

Get In Touch

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