

# Business Case Study and Report

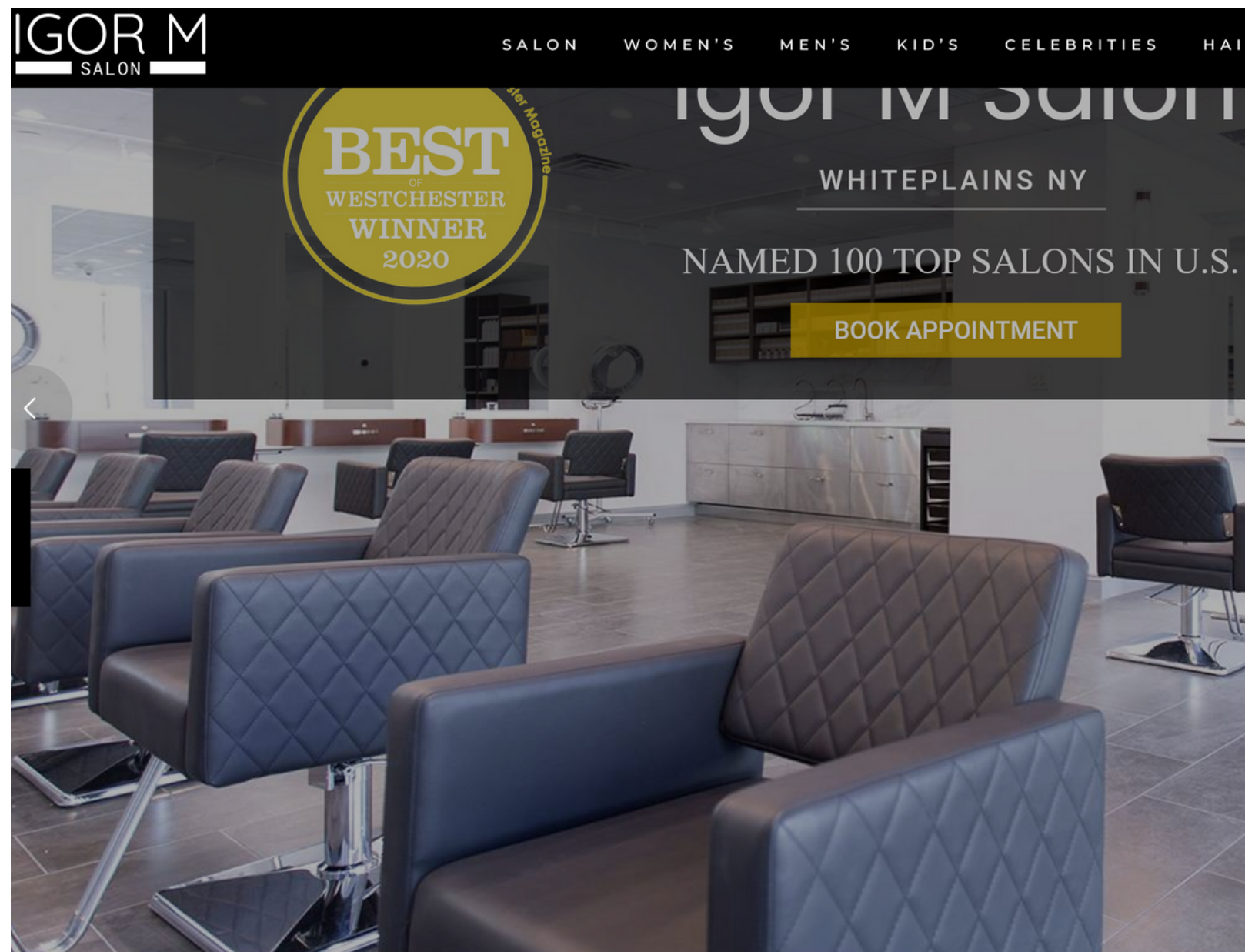
Igor M Salon



**Presented by:**  
Agreed Technologies

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**Last Updated:**  
August 10, 2023



# Company Overview

Igor M Salon is that hair salon, which is situated at White Plains City Center, New York. They offer services like haircuts, highlights, braids, Keratin solutions, and of course, the hair color in NY. Their online performance was poor and the website did not rank for any relevant keywords.

Timeline for Project Success: **24 Months**

Geography: New York

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 New York**

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

**8,574**

(Oct'2021)

**14,190% Increase**

In a span of 24 Months, the organic traffic on the website had grown by 14,190%

Organic Traffic

**60**

(Nov'2019)

Organic Research: igormsalon.com

Export to PDF

US 2.2K IN 176 CA 127

Device: Desktop

Date: October 2021

Currency: USD

Results after Optimization

Overview Positions Position Changes Competitors Pages Subdomains

Traffic

**8.6K** 6.22%

Estimated Traffic Trend

Notes

1M 6M 1Y 2Y All time



Organic Research: igormsalon.com

Export to PDF

US 1K CA 238 AU 220

Device: Desktop

Date: November 2019

Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

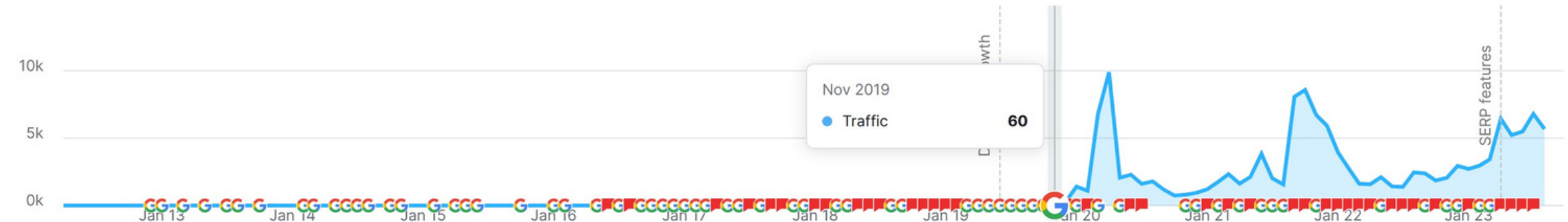
Traffic

**60**

Estimated Traffic Trend

Notes

1M 6M 1Y 2Y All time



## Problem #2

# Increase the Keywords Ranking on Google in California

Ranked keywords

**2,247**

(Oct'2021)

**117% Increase**

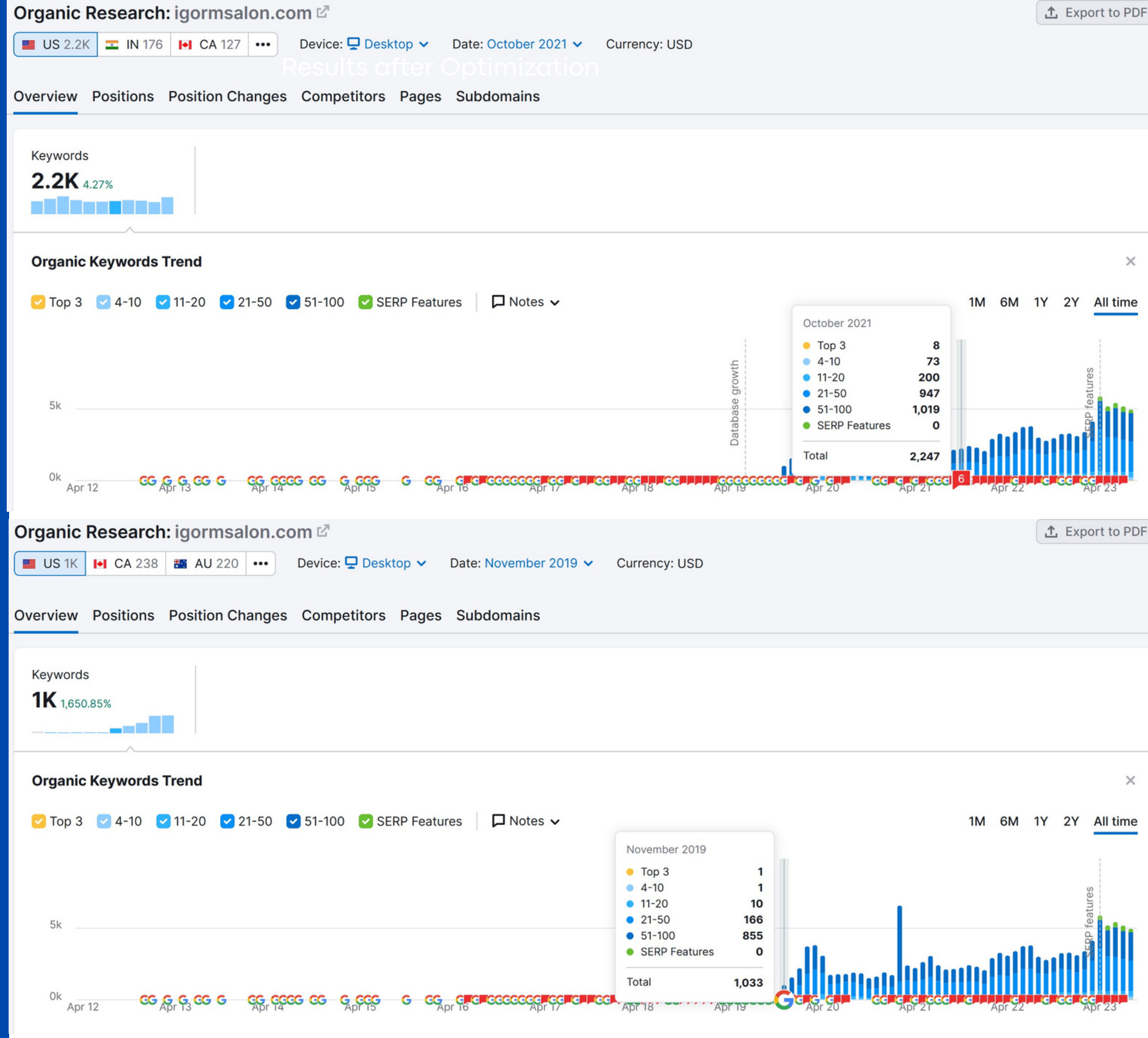
In a span of 24 Months, the website started ranking for more than 2,247 keywords an increase of 117.52%.

Out of this, 81 keywords appeared in top 10 positions of Google

Ranked Keywords

**1,033**

(Nov'2019)



Problem #3

# Increase the Backlinks for the website

Total Backlinks

**1,644**

(Oct'2021)

**1,851% Increase**

In a span of 24 Months, the website's total number of backlinks improved by 627.43%.

Total Backlinks

**226**

(Nov'2019)

## Backlinks *i*

1Y All Time



1Y All Time





Organic Search Traffic improved by **14,190%** in 24 Months.

Total Ranked keywords improved by **117%** in 24 Months.

Total Backlinks for the website increased by **1,851%** in 24 Months.

# Get In Touch

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