CASE STUDY

Prepared for
Door Doctor

Agreed Technologies Pvt. Ltd.

www.agreedtechnologies.com

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1. Campaign Kick-Off & Keywords Overview

I. Campaign Overview

Campaign Name: JACA Crawler – Door Doctor

Website: https://doordoctor.com

Targeted Keywords: *garage doors kingston, garage doors montreal, garage doors ottawa, garage door repair, commercial door repair, rolling steel doors, loading dock equipment, modern garage doors, overhead door repair, automatic garage door opener, best garage doors, garage door company, garage door cost, garage door installation, garage door prices*

II. Keywords Overview

The campaign commenced on the 1st March, 2018 keeping 15 keywords as our primary goal. There are three fundamental ways to achieve the best results in the online marketing field:

- A well targeted keyword focus

- Strong page element optimization

- Good quality page content

Keyword research is the groundwork for a successful SEO campaign. Doing keyword research in a way that will bring long-term success requires in-dep th analysis around all keywords that may be relevant to the products or services of the targeted website. Start with the most general keywords and find long tail keywords relating to each of them, then search for other long tail keywords relating to each of those. This pattern can be repeated many times to find many keyword opportunities. This strategy will also uncover some highly targeted keywords that will convert well and could be fairly easy to rank for.

Once search engines have crawled pages on the web, they can extract the content of those pages and add it to their indexes. In this way, they can decide if they feel a page is of sufficient quality to be ranked well for relevant keywords.

When they are deciding this, the search engines do not just look at the content of the page; they also look at the number of links pointing to that page from external websites and the quality of those external websites. Generally speaking, the more high-quality websites that link to you, the more likely you are to rank well in search results.

Here is the list of the keywords along with their monthly searches that have been worked upon so far:
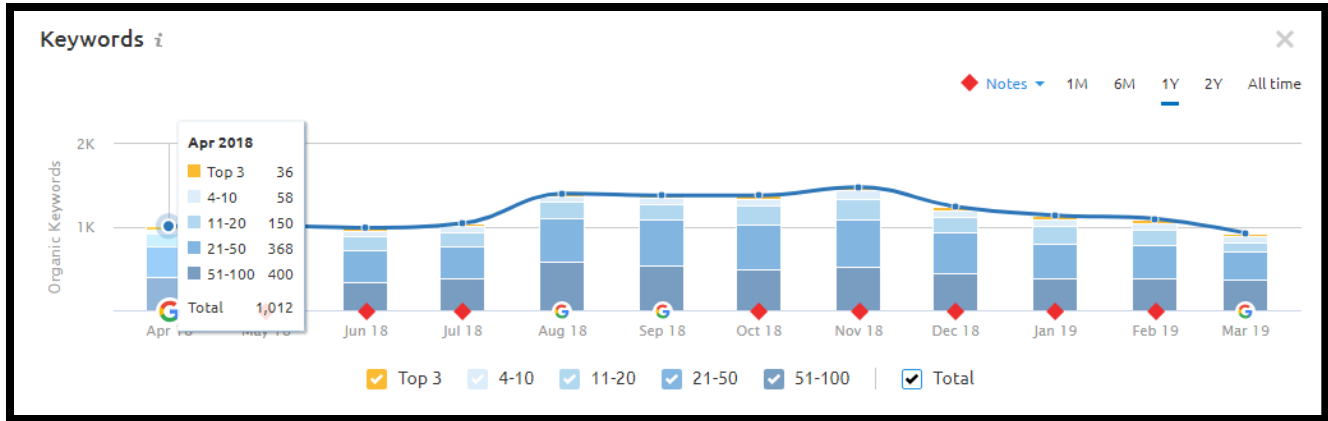
Table 1 - Keywords Searches

S. No.	Keywords	Searches*
1	garage doors kingston	110
2	garage doors montreal	140
3	garage doors ottawa	170
4	garage door repair	3600
5	commercial door repair	50
6	rolling steel doors	30
7	loading dock equipment	40
8	modern garage doors	170
9	overhead door repair	40
10	automatic garage door opener	110
11	best garage doors	90
12	garage door company	110
13	garage door cost	110
14	garage door installation	720
15	garage door prices	320

*Searches – The number of local searches per month on Google for that keyword. The numbers are for the whole country, and not for a particular city. N/A means the number of searches is not available for the keyword.

2. Organic Searches

Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements. An organic keyword is a keyword used to attract free traffic through search engine optimization (SEO).

Here is a brief overview of the Organic Searches of our keywords back in the month of April 2018.
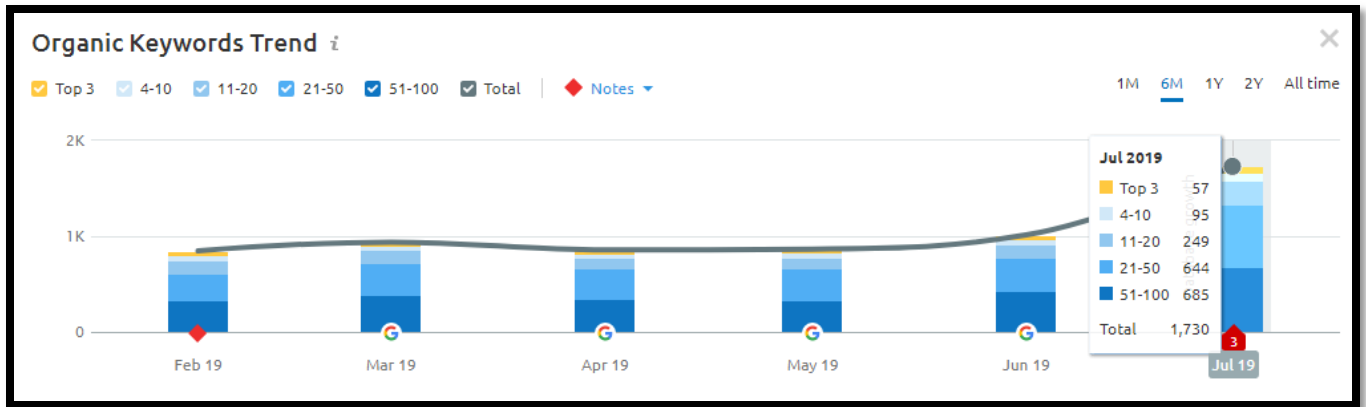

Keywords search position (April'18)

As it can be seen from the screesnhot picture above, we ranked for a total of 1,012 keywords on Google.com.

Table 2 - Keywords Position (Mar'18)

S. No.	Keywords Position (Google)	No. of Ranked keywords
1	Top 3	36
2	4 to 10	58
3	11 to 20	150
4	21 to 50	368
5	51 to 100	400
	Total	1,012

Talking briefly about the contribution of the SEO effrots so far, here is a brief overview of the Organic Searches in the present month (March, 2018).

We are now ranking for a total of **1,100 keywords** on Google.com. This is the number of keywords actually bringing users to the website via Google's top 100 Organic search results.

Keywords search position (July'19)

As it can be seen from the screenshot picture above, we currently rank for a total of 1,730 keywords on Google.com. Out of these 1,730 keywords, 57 such keywords were ranking in the Top 3 searches, followed by 95 keywords in 4 to 10 and 249 of our primary keywords in the list ranging from 11-20 searches (second page of Google).

Table 3 - Keywords Position (July'19)

S. No.	Keywords Position (Google)	No. of Ranked keywords
1	Top 3	57
2	4 to 10	95
3	11 to 20	246
4	21 to 50	644
5	51 to 100	685
	Total	1,730

3. Ranked Pages

This section gives a deeper insight to the pages that are being ranked for the mentioned keywords. The most important page is generally considered to be the homepage of the website as far as the SEO perspective is concerned. The mentioned keywords help rank the Homepage of the website on search engines, thereby increasing the value of the homepage and eventually of the website as a whole.

Ranked page		Keywords		Searches	Visitors	Rankings	Comp.	SE
doordoctor.com/ ⬈	Details	7	↔	4,150	84	13	↔	G

The homepage of the website now ranks for most of the primary keywords of the business. The Homepage is ranked for 11 keywords as displayed below:

Keyword	Position		D.	Searches	Visitors	SE
ᴇᴺ 🇨🇦 garage door repair	39	▲2	90	3,600	0	G
ᴇᴺ 🇨🇦 commercial door repair	34	▲1	95	50	0	G
ᴇᴺ 🇨🇦 garage doors montreal	3	↔	84	70	6	G
ᴇᴺ 🇨🇦 garage doors ottawa	3	↔	88	320	31	G
ꜰʀ 🇨🇦 portes de garage ottawa	2	↔	0	0	0	G
ᴇᴺ 🇨🇦 garage doors kingston	1	▲1	100	110	47	G
ꜰʀ 🇨🇦 portes de garage kingston	1	▲1	0	0	0	G
ꜰʀ 🇨🇦 réparation porte de garage	85	new	100	390	0	G
ꜰʀ 🇨🇦 réparation porte de garage	82	new	100	390	0	G▯
ꜰʀ 🇨🇦 portes de garage ottawa	18	▲15	0	0	0	G▯
ꜰʀ 🇨🇦 portes de garage kingston	2	▲4	0	0	0	G▯

Similarly, the page *NEW GARAGE DOOR PRICES AND INSTALLATION* is now ranking for 3 keywords.

doordoctor.com/en/garage-door-prices-installation/ ⬈		Details	3	↔	750	9	4	↔	0	G G▯

The page is ranked for 3 keywords on :						
Keyword	**Position**		**D.**	**Searches**	**Visitors**	**SE**
ᴇᴺ 🇨🇦 garage door prices	19	▼4	99	320	4	G
ᴇᴺ 🇨🇦 garage door cost	14	▼2	99	110	1	G▯
ᴇᴺ 🇨🇦 garage door prices	13	▲8	99	320	4	G▯

The page *BEST GARAGE DOORS INSTALLATION – QUICK GUIDE* ranks for 3 important keywords.

| doordoctor.com/en/best-garage-doors-installation-quick-guide/ | | Details | 3 | ▲1 | | 270 | | 5 | 4 | ▼1 | | 0 | G G▢▶ |

The page is ranked for 3 keywords on :

Keyword	Position		D.		Searches	Visitors	SE
best garage doors	19	↔		87	90	1	G
best garage doors	13	▲3		87	90	1	G▢
best garage doors	6	new		87	90	3	▶

The page *GARAGE DOOR MONTREAL* ranks for 3 important keywords.

| doordoctor.com/en/garage-doors-montreal/ | | Details | 2 | ▲1 | | 140 | | 11 | 2 | ▼1 | | 0 | G▢▶ |

The page is ranked for 2 keywords on :

Keyword	Position		D.		Searches	Visitors	SE
garage doors montreal	10	new		84	70	1	▶
garage doors montreal	2	↔		84	70	10	G▢

The page *PORTE DE GARAGE MONTREAL* ranks for 1 important keywords.

| doordoctor.com/porte-de-garage-montreal/ | | Details | 1 | ▲1 | | 10 | | 0 | 2 | ▼2 | | 0 | ▶ |

The page is ranked for 1 keyword on :

Keyword	Position		D.		Searches	Visitors	SE
portes de garage montréal	20	new		100	10	0	▶

SE represents the search engine on which the page is listed for the keyword.

Visitors – The estimated number of visitors thorugh this keyword. The number is calculated based on the estimated number of monthly searches & the position of the web page in the search resluts.

NOTE: All the other pages have not been mentioned explicitly in this report. However, the same can be shared upon the client's request.
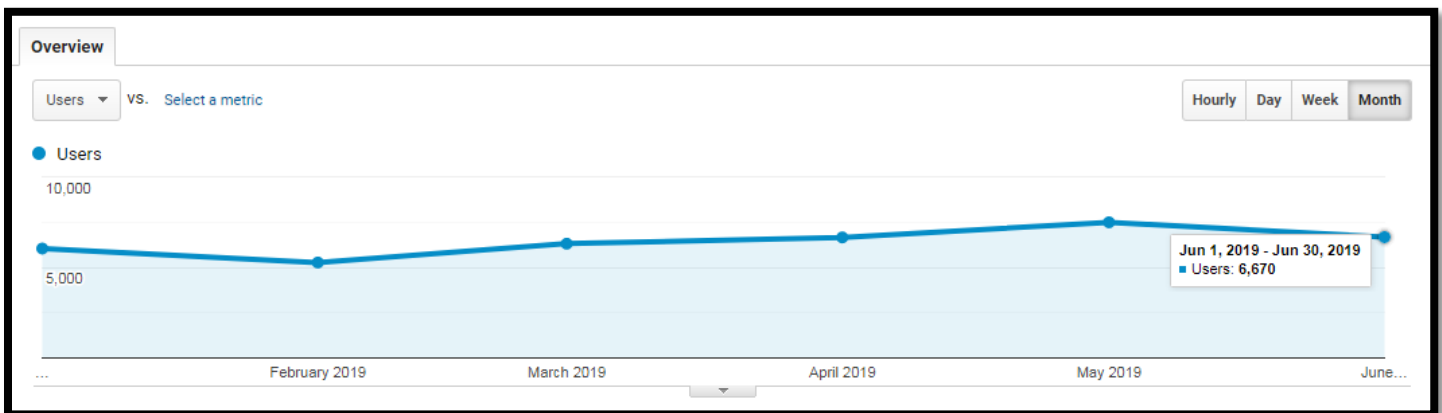
4. Traffic Overview

"*Organic traffic*" is traffic that comes to your website as a result of unpaid search results. Frequently, one of the goals of SEO is to increase organic traffic. Other types of traffic include: Pay Per Click (PPC) - traffic from ads that cost money. The traffic sources to a website may include Direct traffic, Referral traffic, Social as well as paid traffic.

Here is a brief highlight on the Traffic Analysis from almost an year ago. Back in March'18, the website was witnessing a traffic footfall of 1,818 users, as displayed in the attached screenshot.
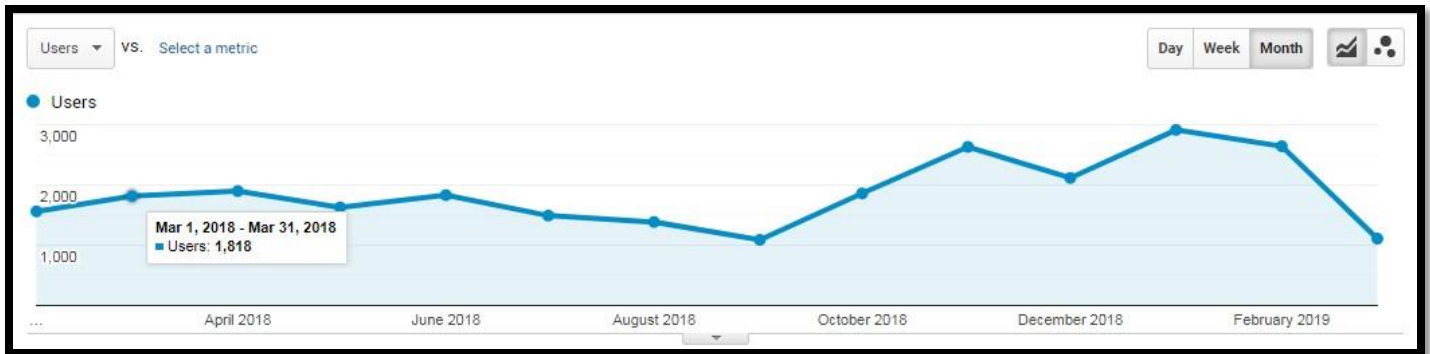
Traffic Overview (March'18)

After intesively optimizing the website through the latest SEO techniques, we have managed to observe a significant surge in the monthly traffic. The total footfall now tolls to **6,670 visits**. This is the number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same.
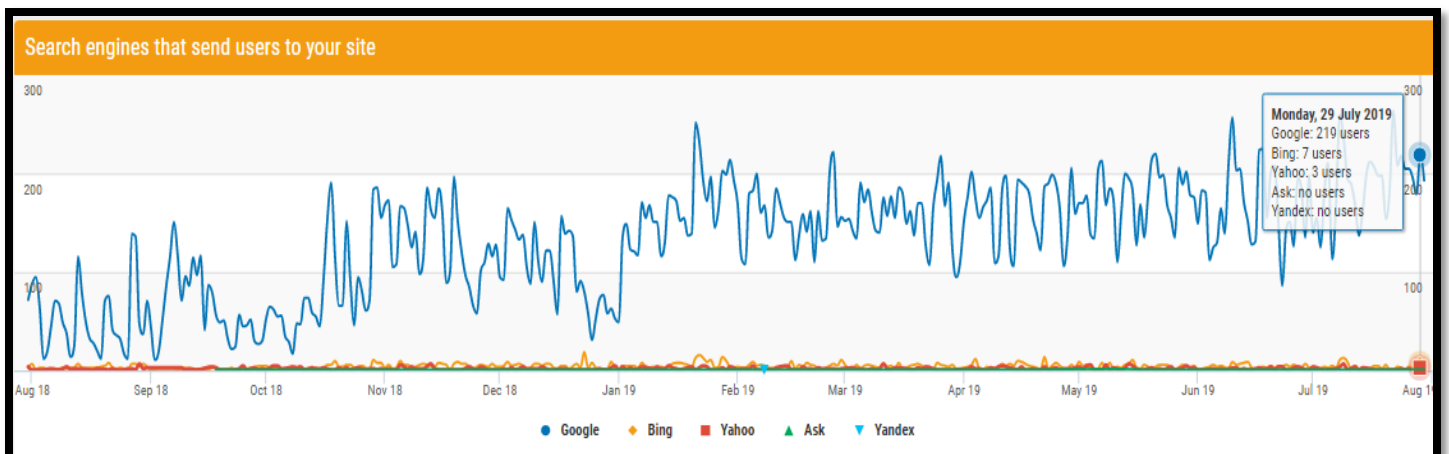

Traffic Overview (July'19)

Here is a brief overview on How did visitors find our website. With a little research, here is the data of the sources that send visitors to the website. (Data is derived from last 365 days).

These sources send visitors to the website			
Source	Referred users	Page views	Avg. time on site
Search engines	27,006	85,759	104.6s
CPC	19,110	56,837	69.0s
Direct visits	15,580	43,748	96.4s
Backlinks	2,558	6,358	102.1s
Adroll	964	3,676	74.7s
Social sites	898	2,113	52.0s
Retargeting Rollad	619	3,448	190.6s
Email	29	115	78.4s
Unspecified	14	37	19.5s
Banniere	2	2	0.0s
Sem-Sub	1	7	264.0s
Ios_app	1	3	78.0s
Chat	1	2	7.0s

Visitors often intend to click on the links of the website through either Search engines, Direct Visits, quality backlinks or Social Sites.

Here is a segregation of the described data in the form of a pie-chart representing the details of each source percentage wise. Search engines currently contribute to the maximum portion of the visitors incoming to the website.

How Search Engines Contributed users to the site

Search engines that send users to your site

Monday, 29 July 2019
Google: 219 users
Bing: 7 users
Yahoo: 3 users
Ask: no users
Yandex: no users

● Google   ◆ Bing   ■ Yahoo   ▲ Ask   ▼ Yandex

The picture here describes how the different search engines contributed users to the website. Certainly, Google being the largest caters to the maximum number of users to the website.

Search Engines wise contribution to the users on website (data of previous 365 days)

Search engine	Users	Pages per session
1. G Google	48,554	2.53
2. b Bing	1,538	2.38
3. Y Yahoo	667	2.42
4. Ask Ask	36	2.24
5. Yandex	1	1.00

Percentage Wise segregation of the contribution of search engines

Users

Ask 0%
Bing 4%
Yandex 0%
Yahoo 2%
Google 94%
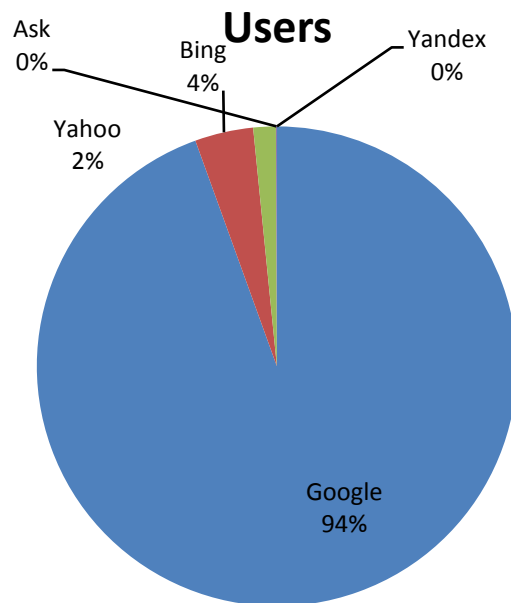
5. Link Building Campaign (Backlinks Overview)

Link building (alternative spellings include link building and link-building) refers to the process of getting external pages to link to a page on your website. It is one of the many tactics used in search engine optimization (SEO). Backlinks make a huge impact on a website's prominence in search engine results. This is why they are considered very useful for improving a website's SEO ranking. Search engines calculate rankings using multiple factors to display search results, out of which link building is one of the most important factors after on page optimization.

The website currently gains a total of 16.1K backlinks pointing to the website from 496 referring domains.

Backlinks Overview (July'19)
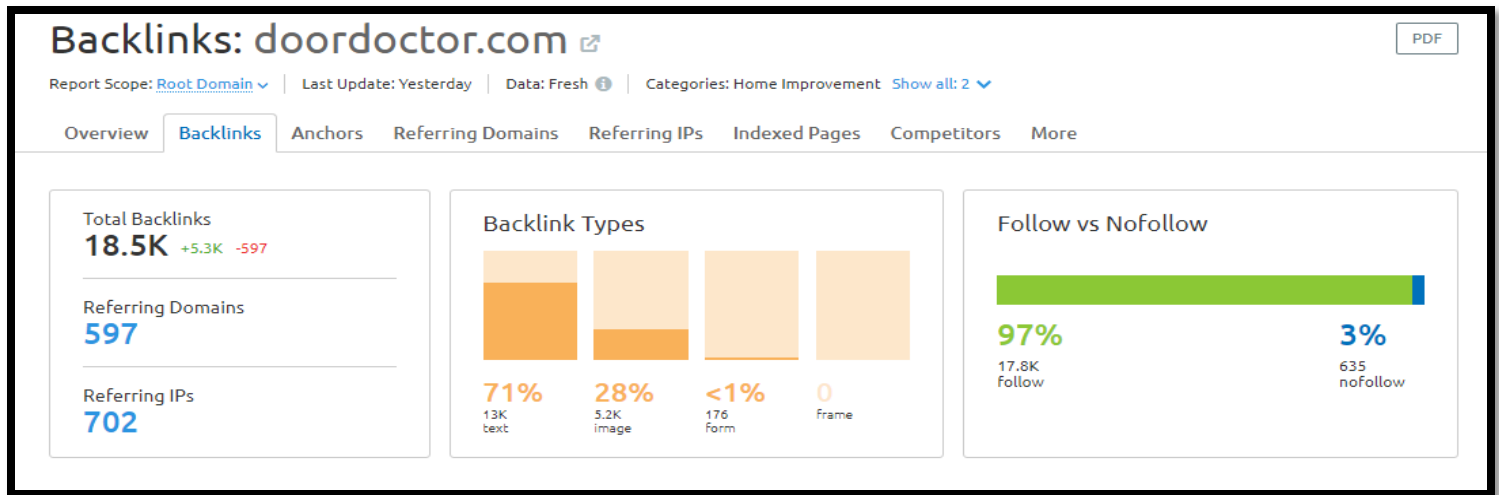
The total number of backlinks pointing to the website in the month of April' 2018 was 6,715.
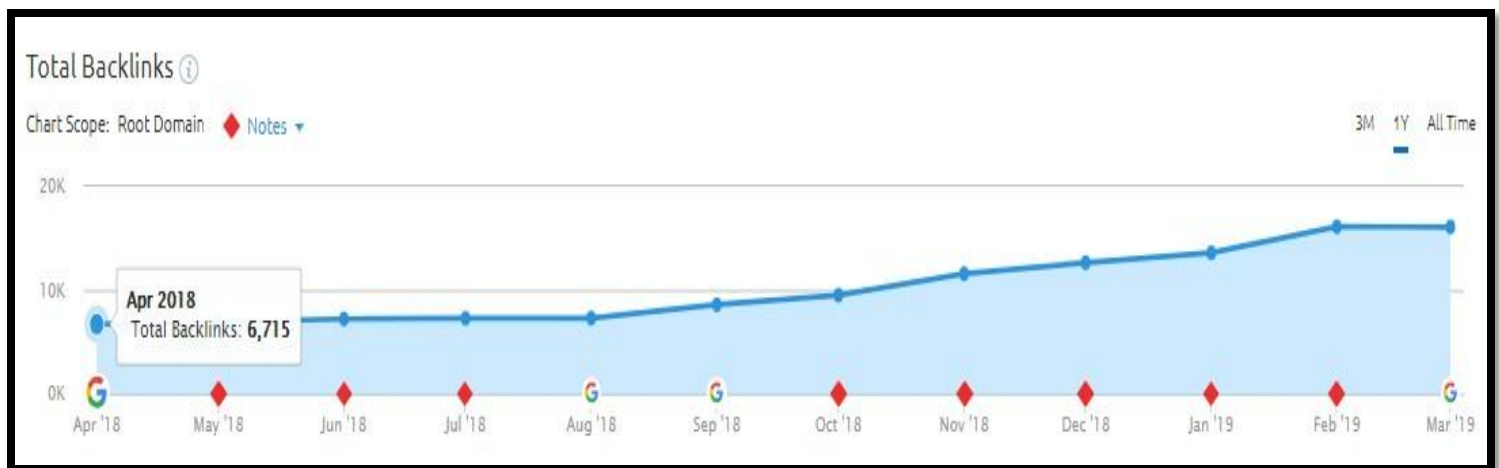

Total Backlinks (Apr'18)

With the help of intensive link building techniques, like Directory Submissions, Social Bookmarking, Blog Commenting, PPT and PDF Submissions, Image Submissions, Press Release, Article Submission, Blogging, Social Media Optimization, Forum& much more, we have managed to create some good quality backlinks pointing to the website.

The total number of new backlinks that are pointing to the website as of July'2019 is 21,843.

Total Backlinks (July'19)
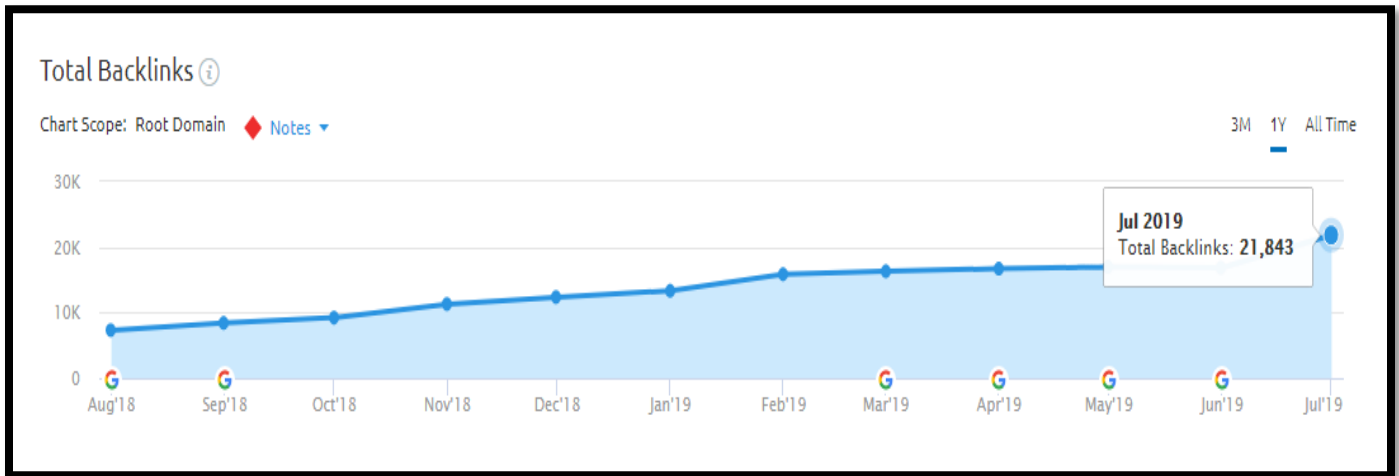
Follow Vs Nofollow links

Nofollow is an HTML attribute value used to instruct search engines bots that a hyperlink should not influence the link target's ranking in the search engine's index. It is intended to reduce the effectiveness of certain types of search engine spam, thereby improving the quality of search engine results and preventing spamdexing from occurring in the first place.

"*Nofollow*" is a value that can be assigned to the *rel* attribute of an HTML element to instruct some search engines that the hyperlink should not influence the ranking of the link's target in the search engine's index.

Dofollow links allow google (all search engines) to follow them and reach our website, giving us link juice and a backlink. If a webmaster is linking back to you with this link both Search Engine and Humans will be able to follow you. The best way to give someone dofollow love is allowing keyword in the anchor text. This means when you are linking to any website or page, use the targeted keyword as anchor text.

Out of the 16,121 backlinks created so far, 536 of them are nofollow links and 15.5K of them are follow links.