

CASE STUDY

Prepared for
The Bike Buyers



Agreed Technologies Pvt. Ltd.

www.agreedtechnologies.com

Confidentiality Notice

This document is disclosed only to the recipient to whom this document is addressed and the recipient has obligations to confidentiality. This document constitutes confidential information and contains proprietary information belonging to Agreed Technologies. The confidential information is to be used by the recipient only for the purpose for which this document is supplied.

The recipient, by its receipt of this document, acknowledges that this document is confidential information and contains proprietary information belonging to Agreed Technologies.

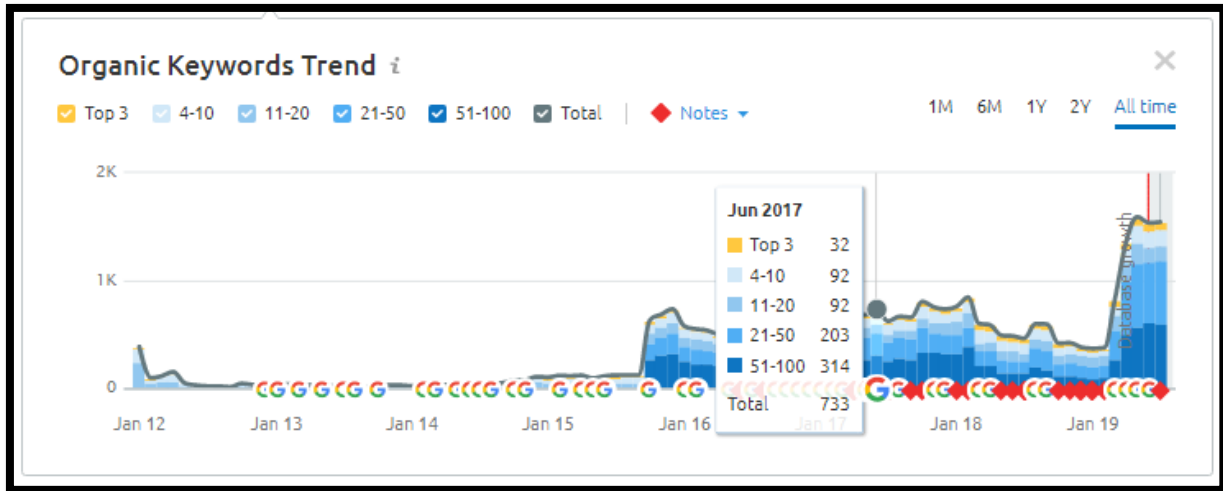
The recipient must obtain Agreed Technologies' written consent before the recipient or any other person acting on its behalf, communicate any information on the contents or the subject matter of this document or part thereof to any third party.

The contents of this document are provided in commercial confidence, solely for the purpose of evaluating whether the contract should be awarded to Agreed Technologies.

1. Organic Keywords

Organic Keywords 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 June 2017.



Keywords search position (June'17)

As it can be seen from the screenshot picture above, we ranked for a total of 733 keywords on Google.com.

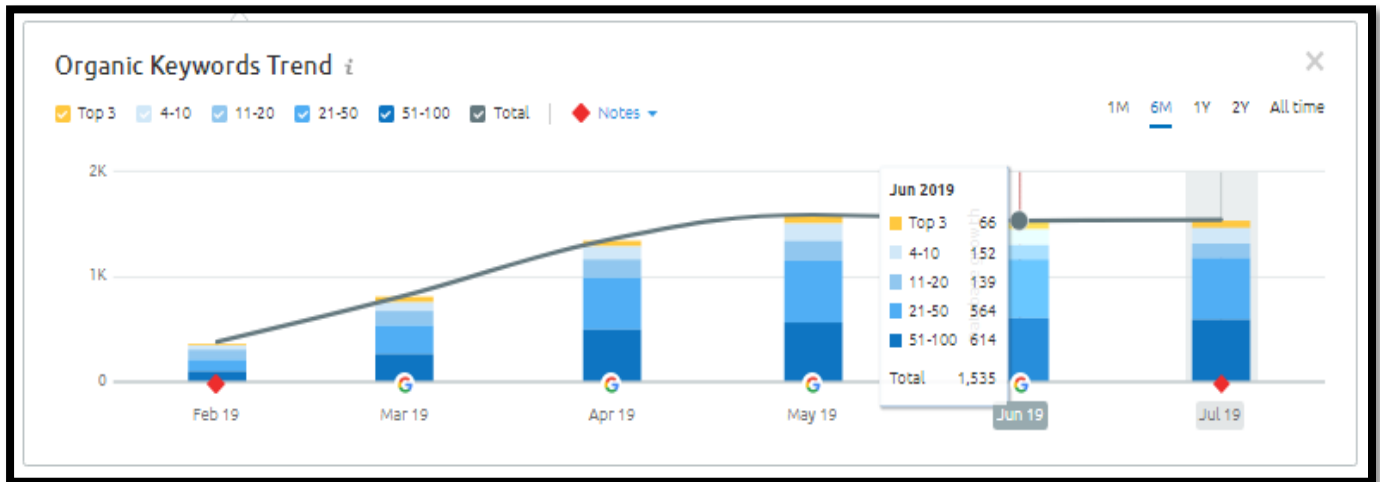
Table 2 - Keywords Position (June'17)

S. No.	Keywords Position (Google)	No. of Ranked keywords
1	Top 3	32
2	4 to 10	92
3	11 to 20	92
4	21 to 50	203
5	51 to 100	314
	Total	733

Talking briefly about the contribution of the SEO efforts so far, here is a brief overview of the Organic Searches in the present month (June, 2019).

We are now ranking for a total of **1,535 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 (June’19)



As it can be seen from the screenshot picture above, we currently rank for a total of **1,535** keywords on Google.com. Out of these **1,535** keywords, 66 such keywords were ranking in the Top 3 searches, followed by 152 keywords in 4 to 10 and 139 of our primary keywords in the list ranging from 11-20 searches (second page of Google).

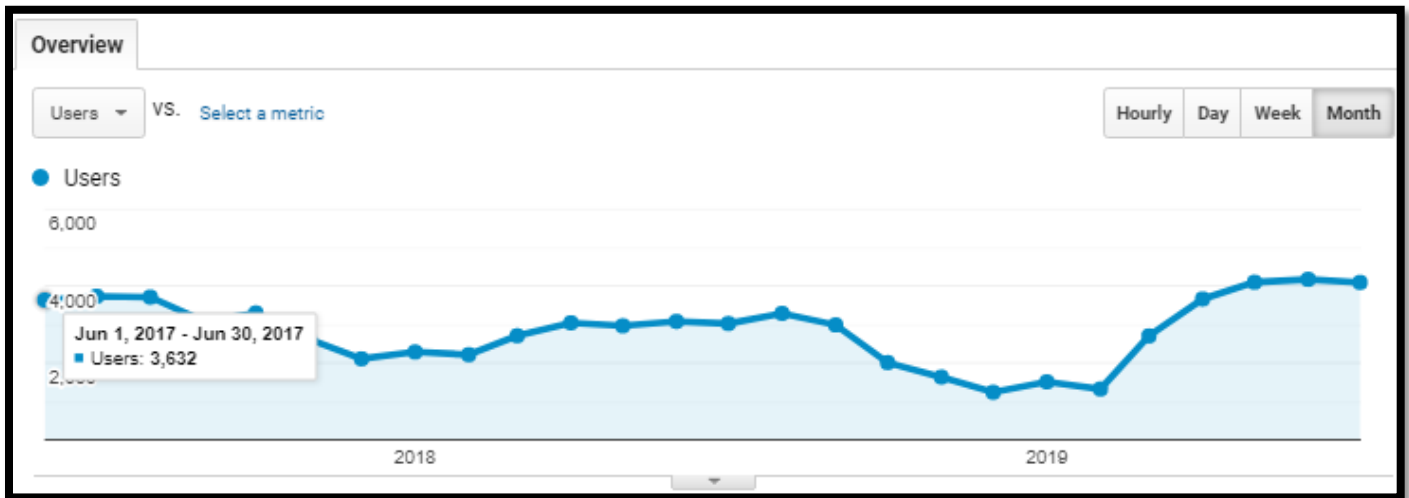
Table 3 - Keywords Position (June’19)

S. No.	Keywords Position (Google)	No. of Ranked keywords
1	Top 3	66
2	4 to 10	152
3	11 to 20	139
4	21 to 50	564
5	51 to 100	614
	Total	1,535

2. Organic Traffic Overview

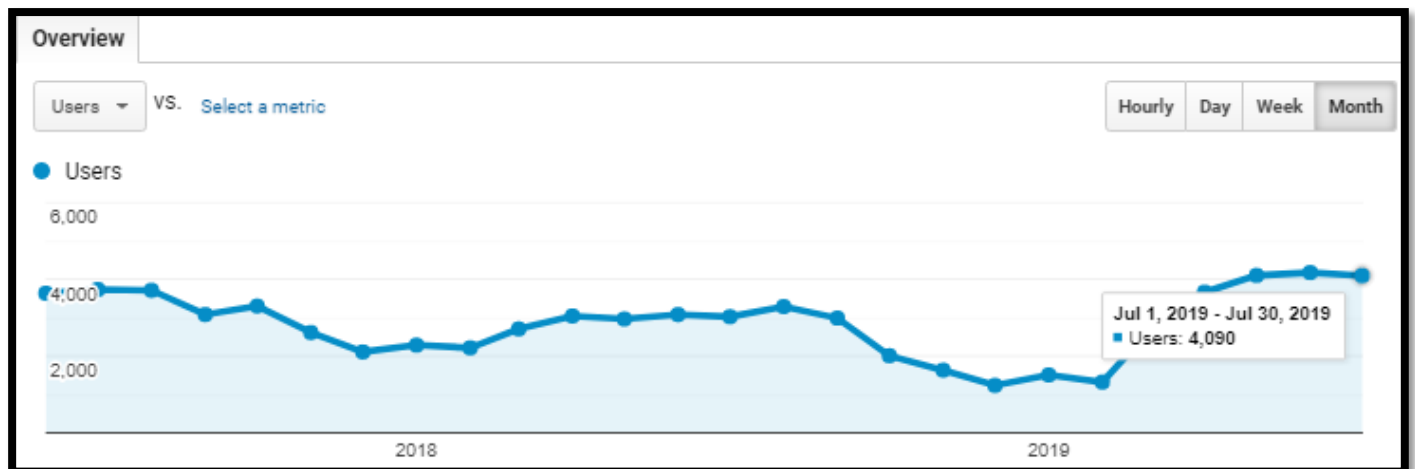
“Organic traffic” is traffic that comes to your website as a result of unpaid search results. Frequently, one of the goals of SEO is to increase organic traffic. Other types of traffic include: Pay Per Click (PPC) - traffic from ads that cost money. The traffic sources to a website may include Direct 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 **Jun'17**, the website was witnessing a traffic footfall of **3,632 users**, as displayed in the attached screenshot



Traffic Overview (Jun'17)

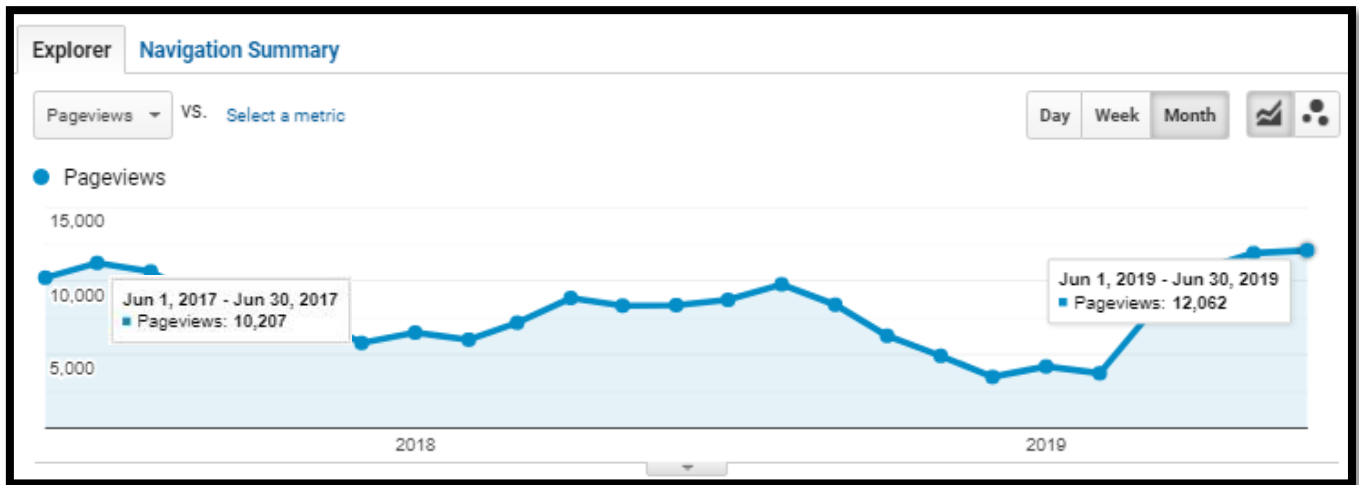
After intensively optimizing the website through the latest SEO techniques, we have managed to observe a significant surge in the monthly traffic. The total footfall now tolls to **4,090 visits**. This is the number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same.



Traffic Overview (Jun'19)

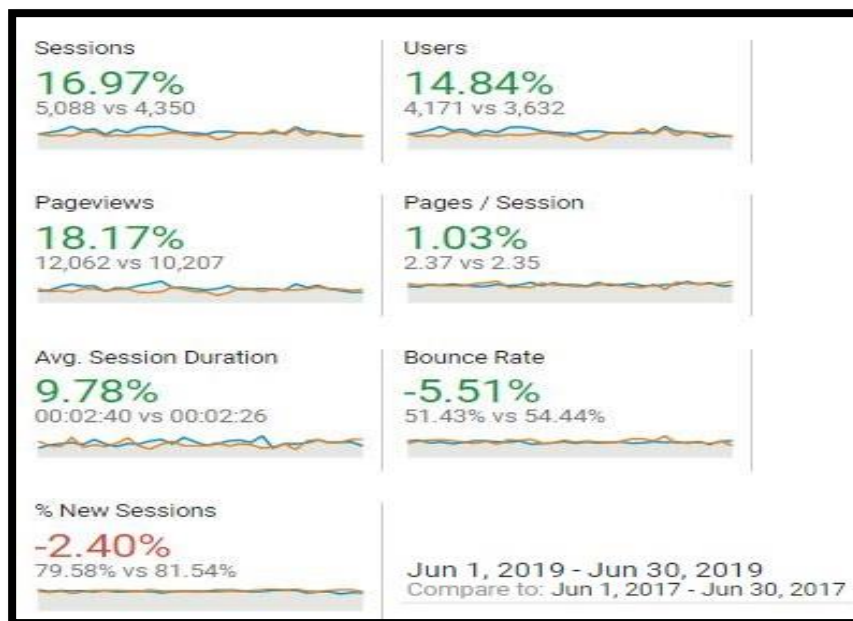
❖ Page Views

A page view (or pageview hit, page tracking hit) is an instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed. The Pageviews gives you insight into how compelling and popular a specific page is. After optimizing the website, we have managed to observe a significant surge in the overall PageViews.



❖ Audience Insights

Below are some important Audience Insights for the campaign. The Data for the month of **Jun'19** is compared to **Jun'17** and is displayed below:



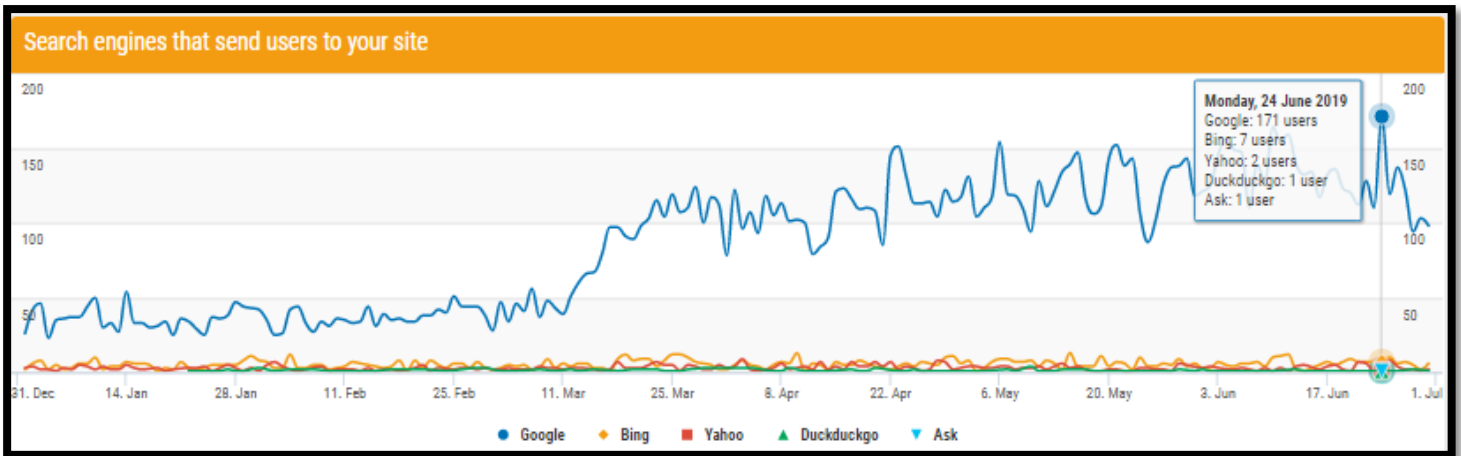
- ❖ **% New Sessions** - An estimate of the percentage of first time visits.
- ❖ **Page Views** - This is the total number of pages viewed by website visitors, repeated page views are counted. Example: a visitor comes back to the home page more than once. Each instance is included in page views.
- ❖ **Pages/Session** - Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.
- ❖ **Avg. Session Duration** - It is the average time a visitor spent on the website.

These sources send visitors to the website			
Source ?	Referred users ?	Page views ?	Avg. time on site ?
Search engines	18,819	56,892	155.5s
Direct visits	1,997	4,559	129.0s
Backlinks	274	793	142.2s
Social sites	67	122	47.0s

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 6 months).

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



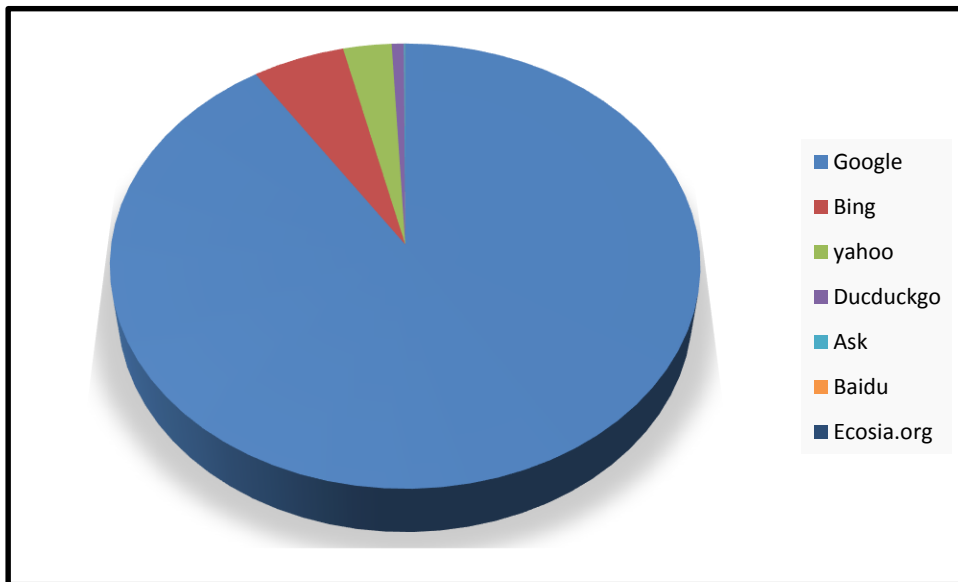
How Search Engines Contributed users to the site

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 6 months)

Search engine	Users	Pages per session
1. Google	19,331	2.41
2. Bing	1,180	2.55
3. Yahoo	620	2.43
4. Duckduckgo	155	2.97
5. Ask	15	3.35
6. Baidu	2	1.00
7. ecosia.org	1	1.50

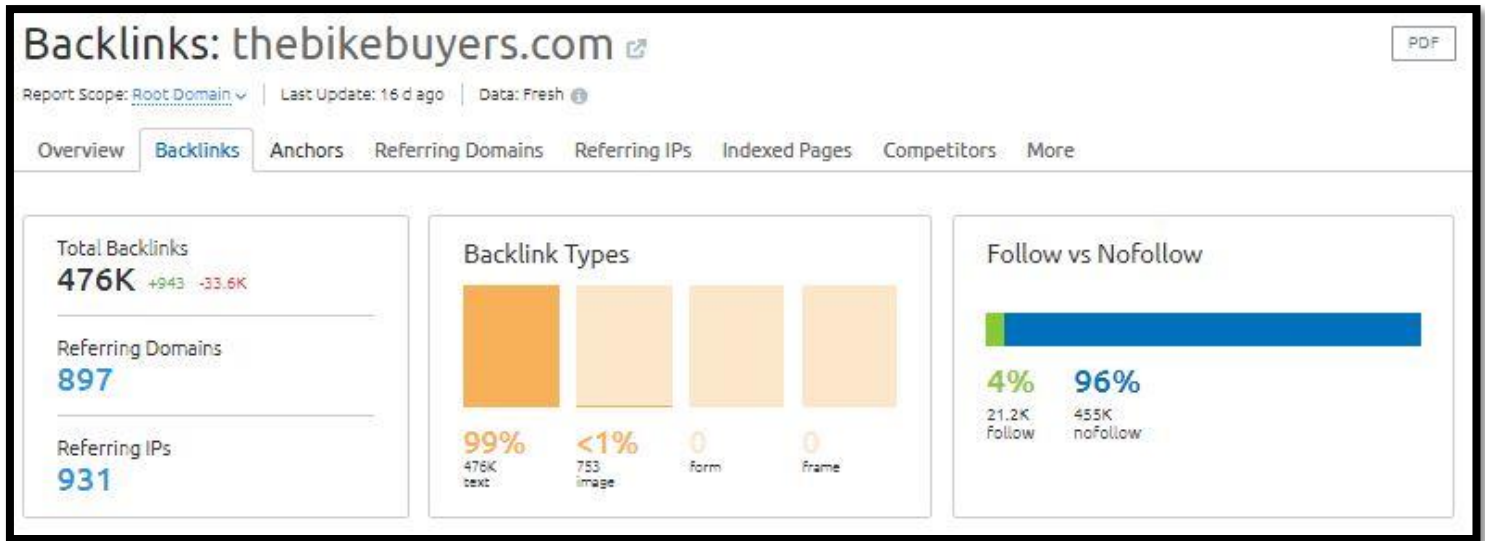
Percentage Wise segregation of the contribution of search engines



3. Link Building Campaign (Backlinks Overview)

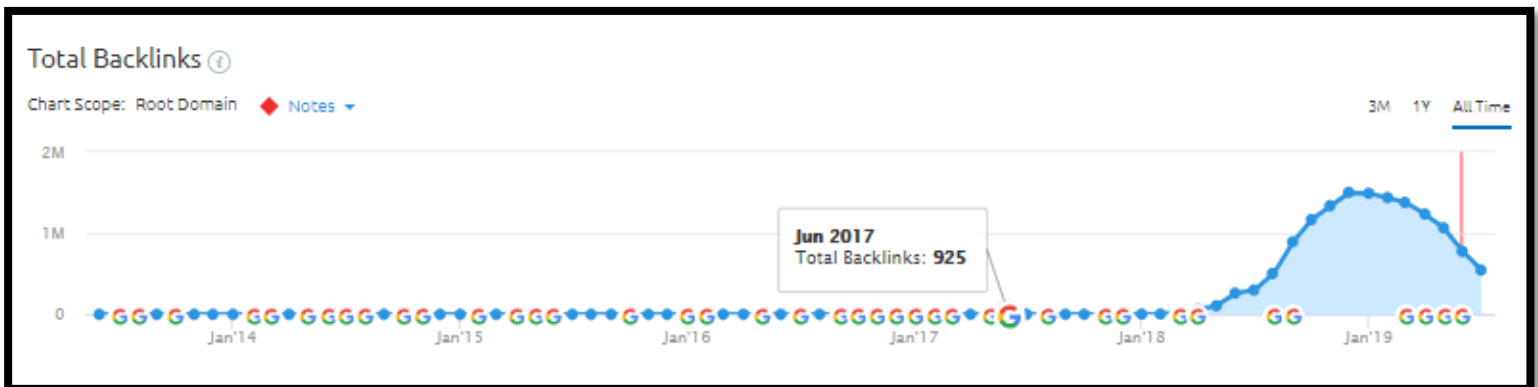
Link building (alternative spellings include link building and link-building) refers to the process of getting external pages to link to a page on your website. It is one of the many tactics used in search engine optimization (SEO). Backlinks make a huge impact on a website's prominence in search engine 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 476K backlinks pointing to the website from 897 referring domains.



Backlinks Overview (July'19)

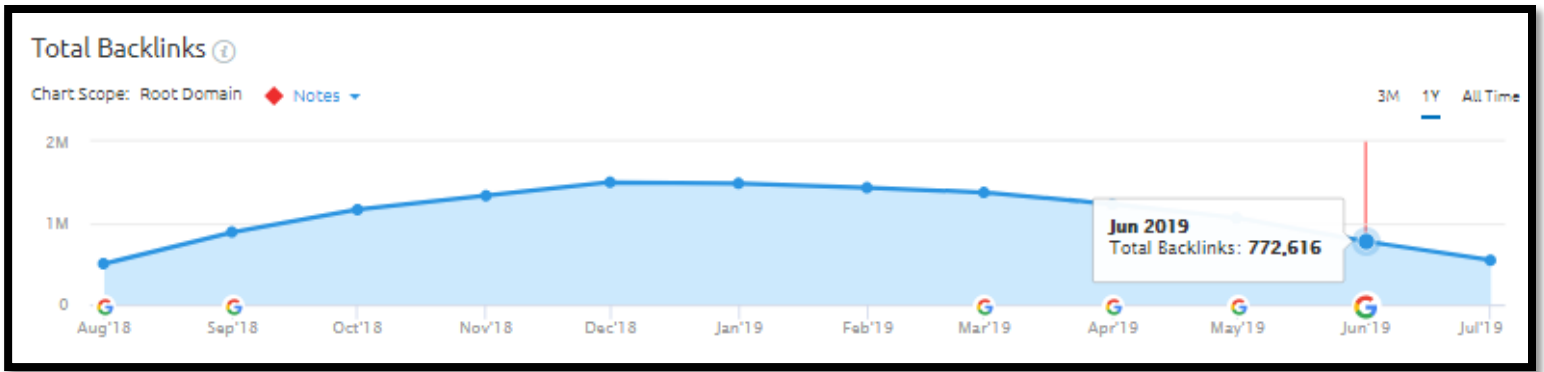
The total number of backlinks pointing to the website in the month of **June'2017** was 925.



Total Backlinks (Jun'17)

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 **June' 2019** is **772,616**.



Total Backlinks (June'19)

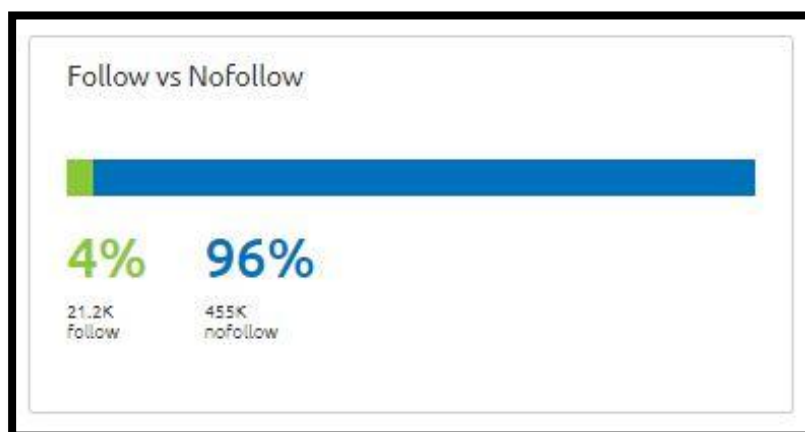
Follow Vs Nofollow links

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 476k backlinks created so far, 455K of them is nofollow links and 21.2K of them are follow links.



Company Profile

Agreed Technologies has grown its reputation from an SEO company to a full-service digital marketing agency. Our core capabilities are SEO services, Search engine marketing, Social media management & marketing, Web design and Mobile app development. We proudly but exclusively cater our services in the United States of America (USA) and Canada.

Our operations assure the best of online marketing consultations for your business. We have a sound marketing strategy for various niches including Law firms, Photography, Real estate, Jewelry, E-commerce, Dentists and Personal trainers. Our techniques have been derived through constant learning and historical marketing data. Achieving small milestones in the year 2017 have given us a bigger goal for 2018 i.e. to be the #1 SEO Company. Our passion for this field has grown with positive reviews from our clients. We welcome any business looking to hire a team of young internet marketing experts to make their venture more profitable.



TraxNYC Diamond Jewelry

3 reviews · 22 photos

★★★★★ 2 years ago

One of few companies actually delivering on their promises. Make no hesitation in engaging in business with this firm.



Response from the owner a year ago

Thank you so much! It's a pleasure working for you.

Shreeaz is an excellent manager and has a team capable of handling serious projects.

He will work with his team of engineers and will ensure all requirements are ... [More](#)



Puneet Agrawal

Local Guide · 12 reviews

★★★★★ 2 years ago -

These guys know their work! I have worked closely with them for the past 2 years, and still work with them. They have done great work for me on all aspects of online business -- social media management, SEO, website development, etc. They deliver good work, and most importantly they actually care about their clients. I strongly refer them to anyone seeking help on their online venture.



Reviews



Babar R

Local Guide · 90 reviews · 2,991 photos

★★★★★ a year ago -

Been with them for last 7 months, very happy with the results they produced.

Under promising and over delivering. I am so happy I will let them handle my other business too. Highly recommended



Video Reviews

- ❖ https://www.youtube.com/watch?v=6xJDieP_tGo
- ❖ <https://www.youtube.com/watch?v=lrMxYXw5T0Y>
- ❖ <https://www.youtube.com/watch?v=oh-GDpampN4>
- ❖ <https://www.youtube.com/watch?v=Qh60C1jiNGA>