

**Overview of the task's to be performed for
first 3 months for penntoolco.com along
with outcome and cost breakdown
(For \$10,00,000 / Monthly)**



Content Case Study

29.06.2021

penntoolco.com

OBJECTIVE:

The website is to build a mutually beneficial platform for buyers and sellers, where the identification of business opportunities is made easy. We bridge the gap between you and better business people willing to invest in the healthcare industry.

The client need good amount of traffic and unique user in the website.

Difficulties we faced:

1. SERP visibility was average
2. Sessions in a month are low
3. Referring Domain score is low
4. Less traffic

5. No quality content

MONTH 1

On-Page and Technical SEO: -

For on-page SEO we will work on the below factors for the first month:

- Keyword research, Keyword analysis up-to 1,00,000 keywords

We have done keyword research for the website based on the competitors including LSI keywords.

- Content Optimization of targeted pages

We have done the content optimization 3500 – 4500 pages based on the approved keywords for targeted pages.

- Weekly Performance Reports

We did every day 25 tasks (on-page and off-page).

- SEMrush Fixes

We have done the optimization up to 65000 pages .

- Keyword Mapping on all YMYL pages and targeted pages

We have done the mapping all the keywords to the website URL for better online presence and visibility.

- In-link and Internal link Optimization

We have done the internal link optimization up to 65000 pages.

- Robots.txt Optimization

We have done the Robots.txt optimization for better crawling and indexing.

- Sitemap Optimization

We have done the sitemap.xml optimization for better crawling and indexing.

- Screaming Frog Fixing

We have done the screaming frog optimization up to 55000 pages.

- GTmetrix Fixing

We have done the website speed optimization up to 18 test location.

- PSI Fixes Mobile + Desktop

We have done the speed optimization for every page.

- TTFB Fixes

We have done the speed optimization for all pages.

- Pingdom Fixes

We have done the overall website speed optimization for all pages.

- 404 Optimization

We have done the 404 optimization for all pages.

- Missing ALT Text Optimization

We have done all the missing ALT text issues.

- Image Optimization

We have done the image optimizations for better website loading.

- CSS and JS File Minification

We have done the ensure the page loading time improves.

- Structured data Implementation

We have done the structured data implementation as per your business requirement.

- Metadata Optimization

We have done Metadata optimization as per target pages.

Off-Page SEO:-

For Technical SEO we will work on the following things for the first month:

- High DA & PA link building (Like: Business listing, Classified Listing, Profile Creation, Image Submissions)
- Blog Submission
- Info-graphic Submission
- P.P.T Submission
- Social bookmarking
- Weekly roundup
- Link wheel
- Skyscraper technique
- Link juicing

- WEB 2.0 submission
- KNN Set-up
- Champion List Set-up

MONTH 2

On-Page and Technical SEO:

For on-page SEO we will work on the below factors for the second month:

- TF-IDF optimization of targeted pages
- Co-occurrence matrix optimization of all pages
- Cora optimization
- External link optimization
- Gephi based optimization on the basis of Page rank and Modularity
- Reverse silo optimization
- GSC optimization
- Crawl budget optimization
- Passage Indexing Optimization
- Core Web Vitals Optimization
- Mobile Usability Optimization
- Page Experience Improvement
- Indexing optimization
- Website speed check-up and Fix (if needed)
- Fetching and rendering analysis and fixing (if needed)
- Advanced structured mark-ups and dynamic triggering as applicable
- TTFB mod 2 optimization
- 3rd Party assets optimization
- Waterfall optimization Mod 2.0
- Rank brain Structured Data optimization
- Bing Optimization
- Product Schema Optimization
- URL Optimization
- Daily On-page blog posting and Optimization
- CTR Optimization
- Orphan Page Optimization
- HTML sitemap Optimization
- Open Graph Optimization
- Cannibalization Fixing
- Crawl tree Optimization
- Website Python Indexing

Semantic SEO:

For semantic SEO we will work on the below factors for the second month:

- Cosine optimization of targeted pages
- BAG of WORDS optimization of targeted pages
- Hierarchical clustering optimization of targeted pages
- BERT optimization of targeted pages
- SMITH algorithm optimization for targeted pages

Off Page SEO:

For off-page SEO we will work on the below factors for the second month:

- ALL Inclusive from MONTH 1
- EDU backlinks (Paid)
- EDU Based WEB 2.0 (Paid)
- 5000 Approx. high DA links (mixed paid backlinks)
- Link ping backs
- 1st Tier Links building
- Gap analysis based links
- TLD links
- Forum Links
- Article Submissions
- Directory Links
- Author Bio Links
- Press Releases
- Blogroll Links

MONTH 3

On-Page and Technical SEO:

For on-page SEO we will work on the below factors for the third month:

- Bi-weekly on-page checks based on Month 1 & Month 2 deliverables
- LSI tag optimization
- Long tail keywords optimization
- CTR optimization
- JS optimization

- Rendering analysis and optimization
- CSS optimization
- 10 segments of page speed optimizations
- Page Wise tech check ups
- CCR and SSR analysis
- content gap analysis and fix
- People Also Ask(PAA) Optimization
- Featured Snippets Optimizations
- Optimize content for Search engines
- AROUND Search Operator Optimization
- X-Default Optimization
- Zombie page Optimization
- XPath Optimization
- URL Parameters Optimization
- Low Content Pages Optimization
- Soft 404 Optimization
- Canonical Fixing
- 302 Redirection optimization

Semantic SEO:

For semantic SEO we will work on the below factors for the third month:

- Topic Modeling
- LDA optimization targeted pages
- Clustering optimization for targeted pages
- Semantic % score optimization for targeted pages

Off Page SEO:

For off-page SEO we will work on the below factors for the third month:

- ALL Inclusive from MONTH 1 & 2
- Buzz stream based outreach activities
- Second tiered link buildings
- More EDU backlinks
- WEB 2.0 or contextual backlinks
- Superior link ping backs
- Broken link building
- Guest Blogging (paid)
- HARO Links
- Comment Backlinks
- Badge Backlinks

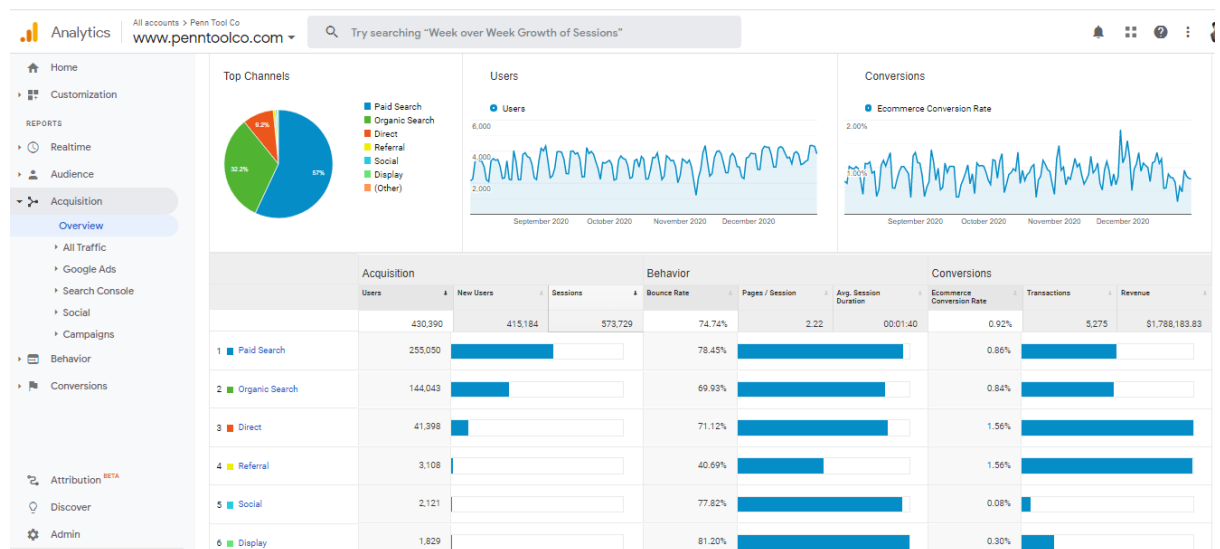
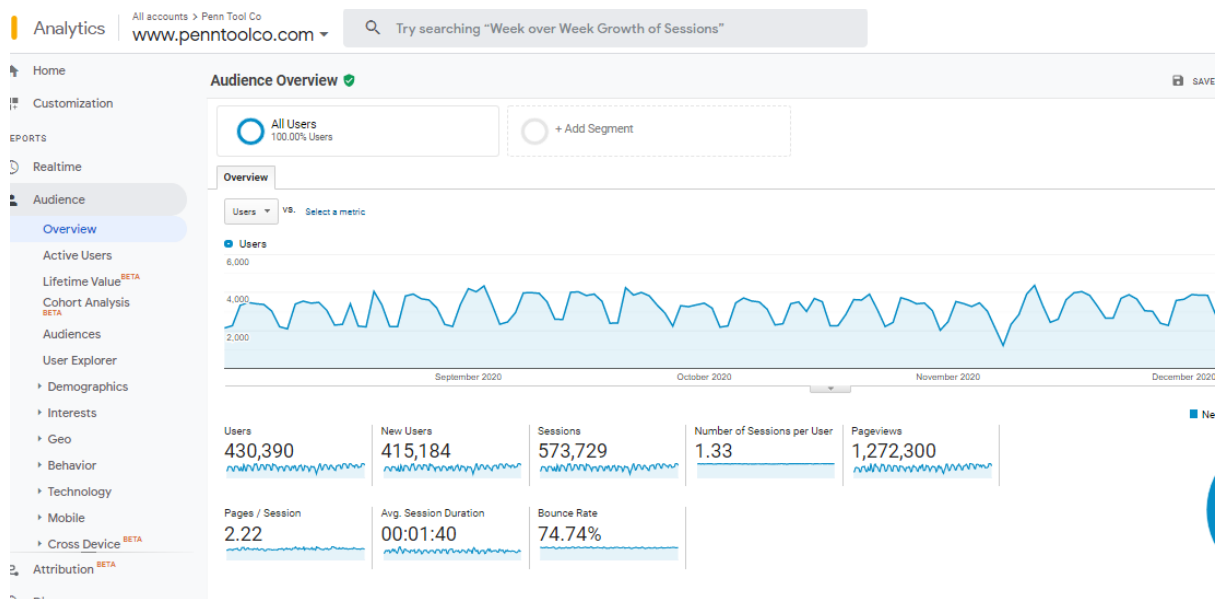
- Acknowledgment Backlinks

Analysis:

Before:

The amount of user they had and also the amount of sessions they are getting was very poor. There were barely any visitors in this site. Increasing its stats was challenging.

DATE: August 1, 2020 - Dec 31, 2020



NOTE: although this is a blogging site doing SEO and digital marketing was challenging because the quality of the content, keyword placing and improving user experience mattered a lot.

Traffic and visibility:

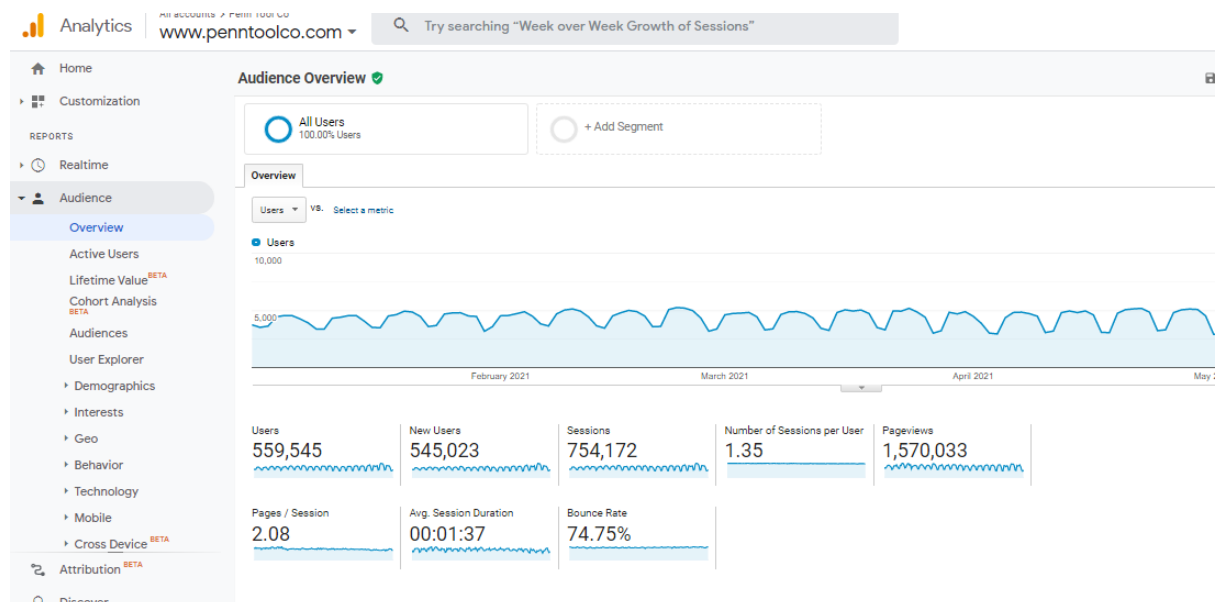
As we can see from below attached screenshot the organic reach of this site was very poor and didn't get any exposure in SERP. The head count if users are very low.

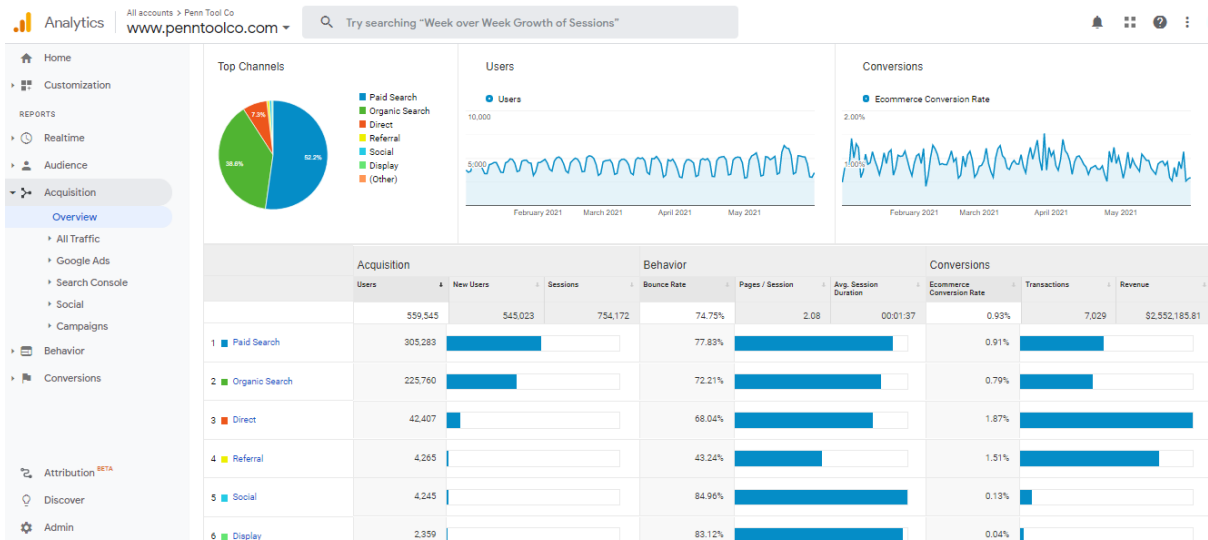
For this site we had work our way through from stage 0. There were lots of thing to improve for this site to at least get visibility in SERP.

After:

The amount of user and also the amount of sessions has been drastically increased from the previous stats. The visitors they have now is lot more than before and also this site is performing well in SERP compare to its competitors.

DATE: Jan 1, 2021 - May 31, 2021



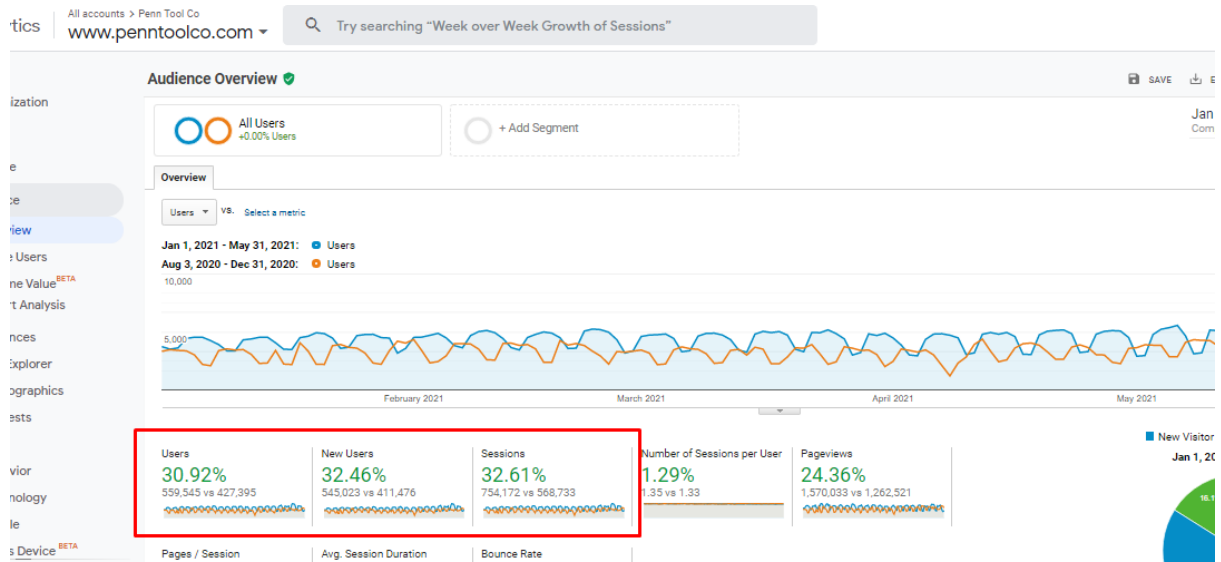


COMPARING 5 months DATA:

The Organic sessions have **57.12%** increased from previous stats.

The growth of new users is tremendous from before, same goes for regulars of this site.

Source / Medium	Acquisition			Behavior
	Users	New Users	Sessions	
1. google / organic	30.92% ↑ 559,545 vs 427,395	32.47% ↑ 545,291 vs 411,648	32.61% ↑ 754,172 vs 568,733	0
Jan 1, 2021 - May 31, 2021	207,008 (35.35%)	190,474 (34.93%)	254,883 (33.80%)	
Aug 3, 2020 - Dec 31, 2020	129,828 (29.13%)	117,080 (28.44%)	162,219 (28.52%)	
% Change	59.45%	62.69%	57.12%	
2. google / cpc				
Jan 1, 2021 - May 31, 2021	199,423 (34.05%)	186,235 (34.15%)	260,670 (34.56%)	
Aug 3, 2020 - Dec 31, 2020	174,267 (39.10%)	160,512 (38.99%)	223,999 (39.39%)	
% Change	14.44%	16.03%	16.37%	
3. bing / cpc				
Jan 1, 2021 - May 31, 2021	101,678 (17.36%)	96,899 (17.77%)	134,943 (17.89%)	
Aug 3, 2020 - Dec 31, 2020	79,879 (17.92%)	76,441 (18.57%)	104,632 (18.40%)	
% Change	27.29%	26.76%	28.97%	
4. (direct) / (none)				
Jan 1, 2021 - May 31, 2021	42,407 (7.24%)	42,264 (7.75%)	53,071 (7.04%)	
Aug 3, 2020 - Dec 31, 2020	41,130 (9.23%)	40,345 (9.80%)	49,432 (8.69%)	
% Change	3.10%	4.76%	7.36%	



All accounts > Penn Tool Co
www.penntoolco.com

Try searching "Users today"

	Jan 1, 2021 - May 31, 2021	Aug 3, 2020 - Dec 31, 2020	% Change
2. Organic Search	225,760 (38.64%)	142,903 (32.18%)	57.98%
Jan 1, 2021 - May 31, 2021	225,760 (38.64%)	142,903 (32.18%)	57.98%
Aug 3, 2020 - Dec 31, 2020	142,903 (32.18%)	127,963 (31.09%)	61.30%
% Change	57.98%	61.30%	56.39%
3. Direct	42,407 (7.26%)	41,130 (9.26%)	3.10%
Jan 1, 2021 - May 31, 2021	42,407 (7.26%)	42,264 (7.75%)	53,071 (7.04%)
Aug 3, 2020 - Dec 31, 2020	41,130 (9.26%)	40,345 (9.80%)	49,432 (8.69%)
% Change	3.10%	4.76%	7.36%
4. Referral	4,265 (0.73%)	3,076 (0.69%)	38.65%
Jan 1, 2021 - May 31, 2021	4,265 (0.73%)	3,138 (0.58%)	8,393 (1.11%)
Aug 3, 2020 - Dec 31, 2020	3,076 (0.69%)	2,347 (0.57%)	6,439 (1.13%)
% Change	38.65%	33.70%	30.35%
5. Social			

End Result:

1. Improvement in 100+ keywords
2. Strong Backlinks from high DA sites
3. Improved CTR
4. Better User Experience
5. Better brand exposure
6. Increase in website speed
7. Increase in traffic
8. 1st Page SERP visibility