Overview of the task's performed for first 3 months for shop.heavyglare.com along with outcome and cost breakdown

(For $5, 00,000/Month Budget)

https://www.raismobilenotary.com/

Content Case Study

OBJECTIVE:

Rai's Mobile Notary LLC & Apostille began as a local mobile notary firm with a vision for reshaping the future of the mobile notary industry by combining technology with unsurpassed customer service in order to provide customers with the most efficient mobile notary process possible.

From the start, our business model has always been framed around the strong belief that the main focus of our operations will always be our customers.

We are a closely-knit, professional organization committed to providing the highest level of customer service through highly experienced signing consultants utilizing the most innovative technology available. However, as technology becomes an increasingly larger part of our daily operations, we

never lose sight of the fact that Honesty, Values, and Integrity have always been the backbone of our traveling notary business.

The client need good amount of traffic and unique user in the website and most important the keyword ranking for 1st page.

Difficulties we faced:

1. SERP visibility was low
2. Traffic was low
3. Technical issues were present
4. Site architecture was not good
5. No quality content

MONTH 1

60% focused for the month would be invested on fixing the on-page issues and technical SEO aspects for making the website more competitive in SERP. This will also outlay a finer SERP ready website which will help to boost the initial foundation on SEO.

- Niche based Keywords to target
- SEMrush Fixes page by page done
- Screaming Frog Fixes page by page done
- Service Pages Optimization done
- Semantic SEO Optimization done
- SAAS Based Operations on SEO Automations done
- Gephi based optimisation on the basis of Page rank and Modularity done
- Reverse silo optimisation done

15% focused on architectural amendments. This was help to ensure that the website had no crawling or indexing issues as such.

- Architectural Fixes all the segment of the website done

10% focused content planning and execution based to semantic engineering which was helped in order to achieve strong search visibility.

- Content Optimisation done
- NLP based optimization done

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

15% focused on advanced SEO such as conversion rate optimization, algorithm fixes which will make the website search ready.

- Structured Data Implementation : Advanced Optimization done
- PSI Fixes Mobile + Desktop optimization done
- Gtmetrix Fixes Optimization done
- Search Console Optimisation done
- TTFB Fixes done
- Pingdom Fixes done

MONTH 2

50 % focused on invested on page wise fixes across various marketing assets like SEO, social, branding.

- Competitive Intelligence have done
- Business Intelligence have done
- LSI tag optimisation done
- Long tail keywords optimisation done
- CTR optimisation done
- 3rd Party assets optimisation done
- Waterfall optimisation Mod 2.0 done
- EAT Signal optimization done

25 % focused on advanced competitive strategy and insights where worked on uncover more hidden potential and strategies.

- Gap Strategies have done
- SWOT Strategies have done
- Rendering analysis and optimisation
- CCR and SSR analysis done
- Topic Modelling done
- LDA optimisation targeted pages done
- Clustering optimisation for targeted pages done

15 % focused on High domain authority (DA) backlinks acquisition

- ThatWare's Advanced Link Building Exclusive have done
- ThatWare's Advanced SEO Exclusive have done
- High DA Backlinks have done
- Skyscrapper Technique have done
- High DF Backlinks have done

10 % focused on advanced backlinks acquisition

- Competitor Backlinks have done
- NAPs Building have done
- PDF Submission have done
- PPT Submission have done
- Graphic submissions (Image / Info-graphic) have done

MONTH 3

70% focus on high DA links

- High DA Backlinks have done
- High DF Backlinks have done
- Podcast Submission have done
- WEB 2.0 Content Submission have done
- Buzz stream based outreach activities done
- Superior link ping backs done

5% on branding and brand profile creation

- Press Releases have done
- Reputation Management have done
- GMB Optimisation have done

20% on advanced links

- Link Wheel have done
- High TLD Links have done
- Edu Submissions have done
- Tiered Links have done

5% on gap analysis backlinks

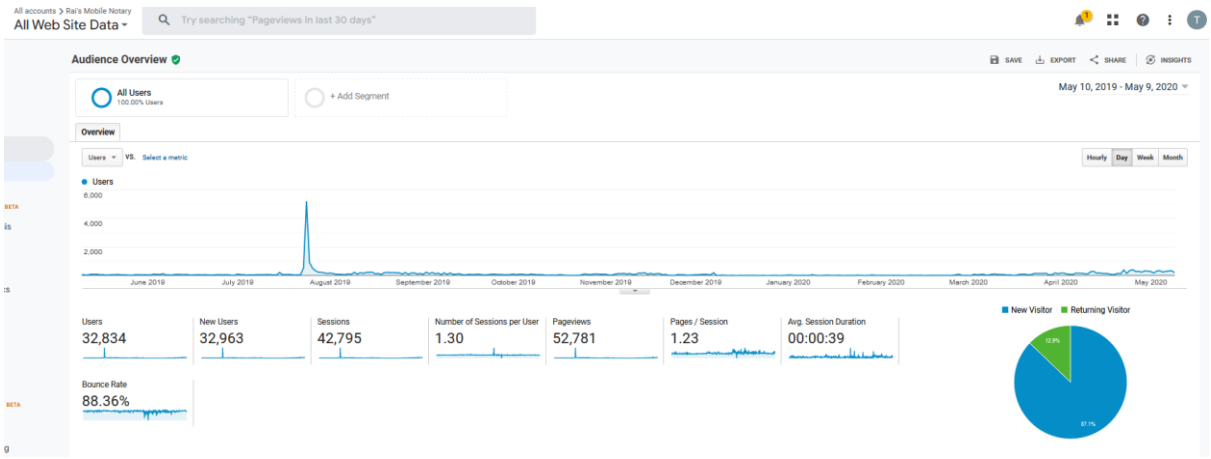
- SENuke TNG have done
- Link ping backs
- Gap Analysis Practices have done
- Keyword Drop Analysis have done

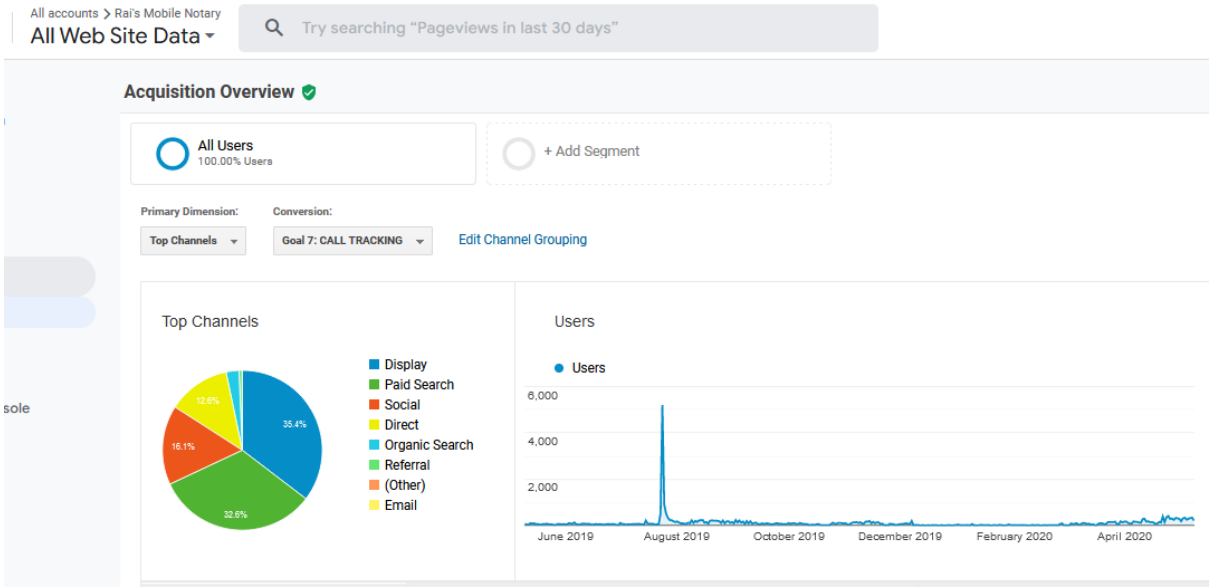
Analysis:

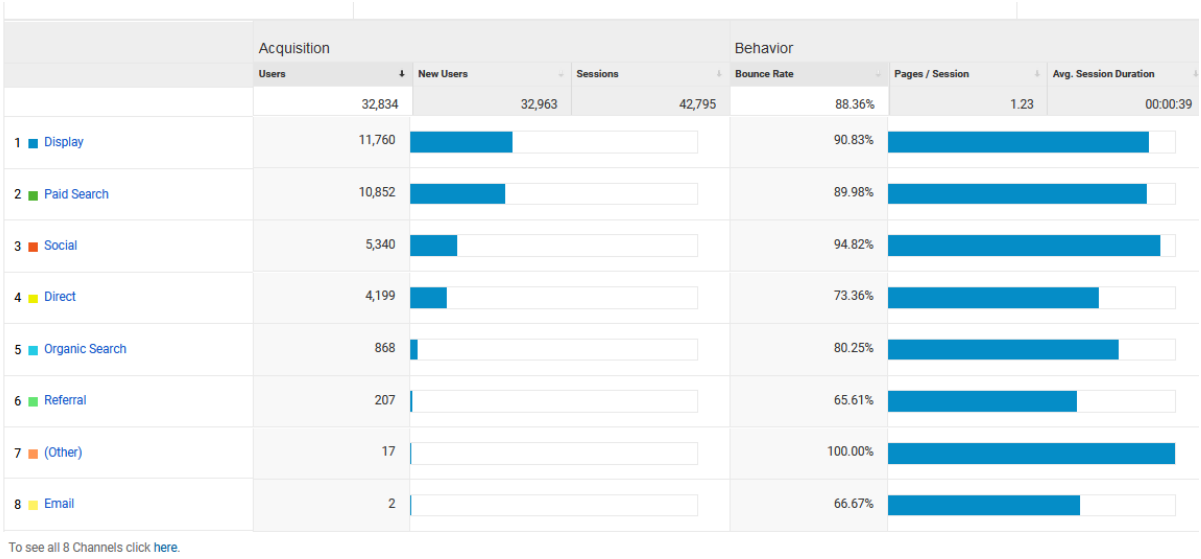
Before:

The amount of user they had very poor. There were barely any visitors in this site. Increasing its stats was challenging.

DATE: May 10, 2019 - May 09, 2020







	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	32,834	32,963	42,795	88.36%	1.23	00:00:39
1 Display	11,760			90.83%		
2 Paid Search	10,852			89.98%		
3 Social	5,340			94.82%		
4 Direct	4,199			73.36%		
5 Organic Search	868			80.25%		
6 Referral	207			65.61%		
7 (Other)	17			100.00%		
8 Email	2			66.67%		

To see all 8 Channels click here.

Traffic and visibility:

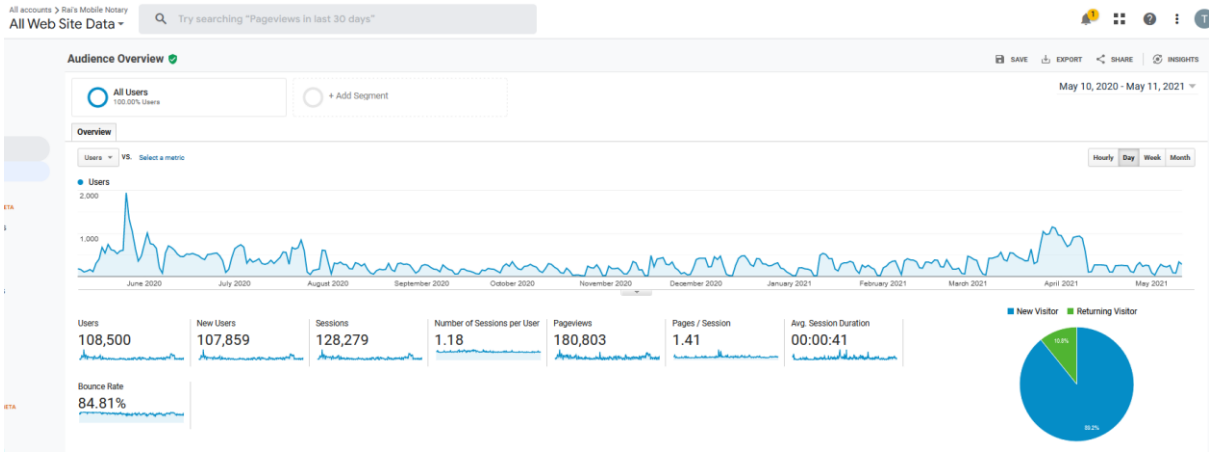
As we can see from above attached screenshot the organic reach of this site was very poor and didn't get any exposure in SERP. The head count if users are very low.

For this site we had work our way through from very low. 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.

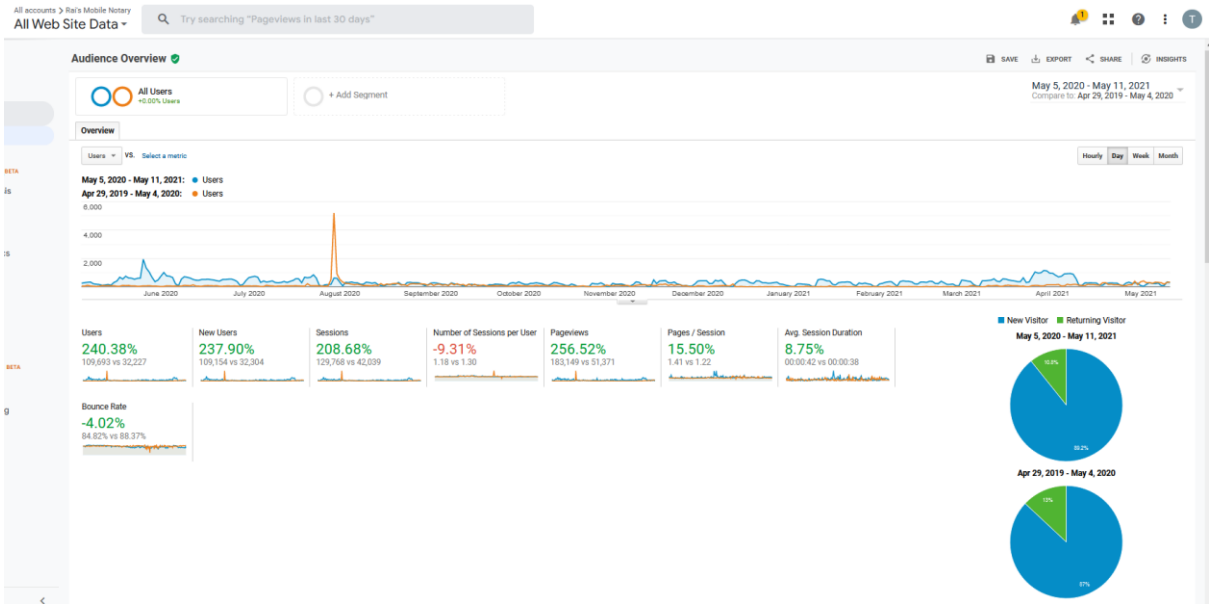
DATE: May 10, 2020 - May 11, 2021

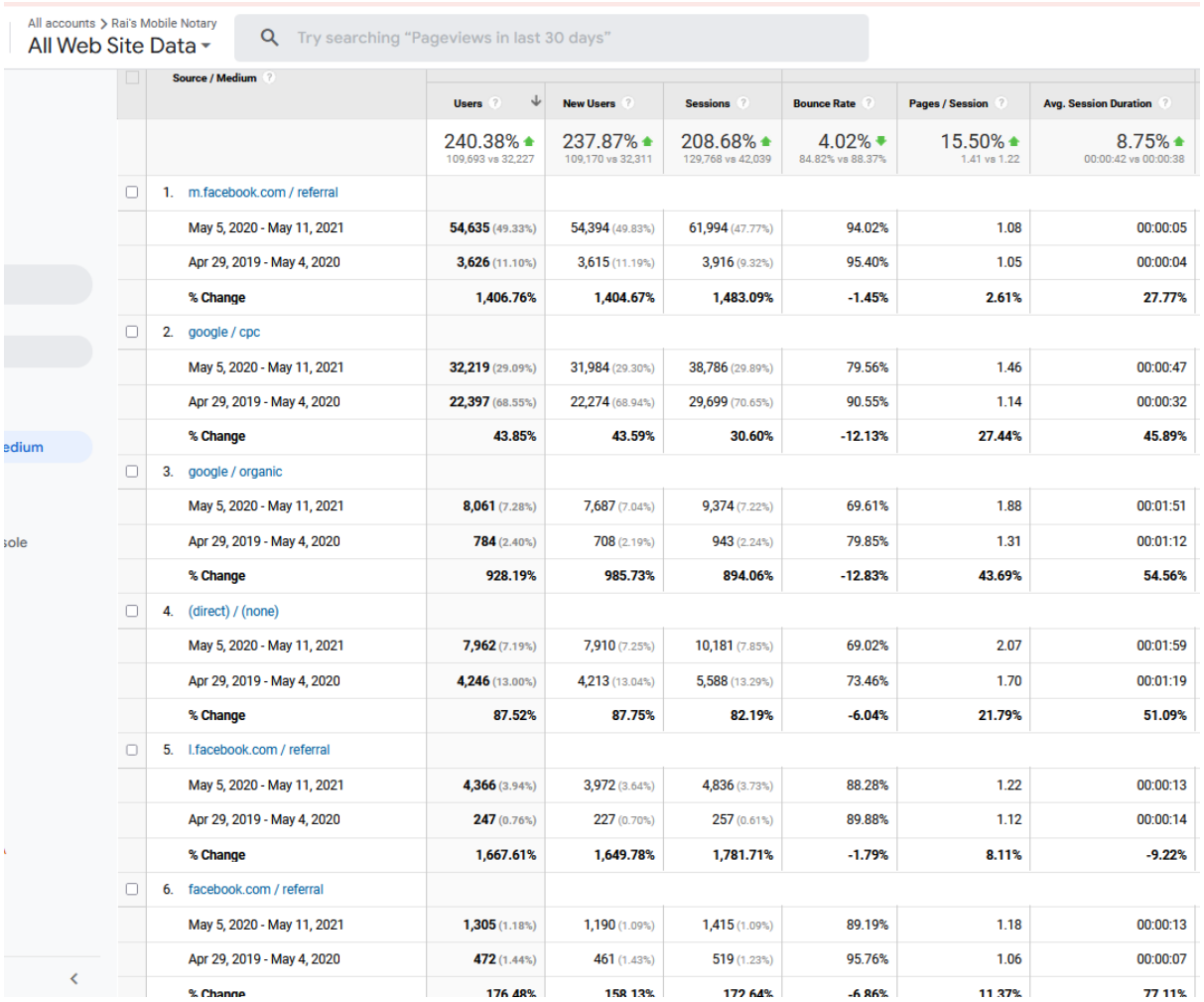


	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	109,693	109,154	129,768	84.82%	1.41	00:00:42
1 Social	60,173			93.37%		
2 Paid Search	30,081			79.13%		
3 Organic Search	9,597			68.75%		
4 Direct	7,962			69.02%		
5 Display	2,103			86.18%		
6 Referral	315			44.99%		
7 Email	2			100.00%		

To see all 7 Channels click here.

COMPARING 1 Year DATA:





All accounts > Rai's Mobile Notary
All Web Site Data

Try searching "Pageviews in last 30 days"

	Source / Medium	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
		240.38% 109,693 vs 32,227	237.87% 109,170 vs 32,311	208.68% 129,768 vs 42,039	4.02% 84.82% vs 88.37%	15.50% 1.41 vs 1.22	8.75% 00:00:42 vs 00:00:38
1.	m.facebook.com / referral						
	May 5, 2020 - May 11, 2021	**54,635** (49.33%)	54,394 (49.83%)	61,994 (47.77%)	94.02%	1.08	00:00:05
	Apr 29, 2019 - May 4, 2020	**3,626** (11.10%)	3,615 (11.19%)	3,916 (9.32%)	95.40%	1.05	00:00:04
	% Change	**1,406.76%**	**1,404.67%**	**1,483.09%**	**-1.45%**	**2.61%**	**27.77%**
2.	google / cpc						
	May 5, 2020 - May 11, 2021	**32,219** (29.09%)	31,984 (29.30%)	38,786 (29.89%)	79.56%	1.46	00:00:47
	Apr 29, 2019 - May 4, 2020	**22,397** (68.55%)	22,274 (68.94%)	29,699 (70.65%)	90.55%	1.14	00:00:32
	% Change	**43.85%**	**43.59%**	**30.60%**	**-12.13%**	**27.44%**	**45.89%**
3.	google / organic						
	May 5, 2020 - May 11, 2021	**8,061** (7.28%)	7,687 (7.04%)	9,374 (7.22%)	69.61%	1.88	00:01:51
	Apr 29, 2019 - May 4, 2020	**784** (2.40%)	708 (2.19%)	943 (2.24%)	79.85%	1.31	00:01:12
	% Change	**928.19%**	**985.73%**	**894.06%**	**-12.83%**	**43.69%**	**54.56%**
4.	(direct) / (none)						
	May 5, 2020 - May 11, 2021	**7,962** (7.19%)	7,910 (7.25%)	10,181 (7.85%)	69.02%	2.07	00:01:59
	Apr 29, 2019 - May 4, 2020	**4,246** (13.00%)	4,213 (13.04%)	5,588 (13.29%)	73.46%	1.70	00:01:19
	% Change	**87.52%**	**87.75%**	**82.19%**	**-6.04%**	**21.79%**	**51.09%**
5.	l.facebook.com / referral						
	May 5, 2020 - May 11, 2021	**4,366** (3.94%)	3,972 (3.64%)	4,836 (3.73%)	88.28%	1.22	00:00:13
	Apr 29, 2019 - May 4, 2020	**247** (0.76%)	227 (0.70%)	257 (0.61%)	89.88%	1.12	00:00:14
	% Change	**1,667.61%**	**1,649.78%**	**1,781.71%**	**-1.79%**	**8.11%**	**-9.22%**
6.	facebook.com / referral						
	May 5, 2020 - May 11, 2021	**1,305** (1.18%)	1,190 (1.09%)	1,415 (1.09%)	89.19%	1.18	00:00:13
	Apr 29, 2019 - May 4, 2020	**472** (1.44%)	461 (1.43%)	519 (1.23%)	95.76%	1.06	00:00:07
	% Change	**176.48%**	**158.13%**	**172.64%**	**-6.86%**	**11.37%**	**77.11%**

End Result:

1. Improvement in 1000+ 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