Posirank Case Study (Personal Services Niche)

This Posirank client starting working with us during the first quarter of 2019. This client is in a very competitive niche (speaking very generally, we could say they are in the personal services field).

Initial Assessment

Our initial assessment, communicated in the first few meetings we had with this client indicated that they had some on-site as well as ranking issues needing rectification. A particular challenge with this client was the lower-end budget (in the USD $240-$300 range). Due to this limitation, ranking improvements took slightly longer but were achieved nevertheless over time.

A major issue discovered during the initial assessment was that a prior SEO service was used to create 2,000 near-duplicate pages on the site. They were almost all exactly the same, with the only variation being the targeted location. They also (to add insult to injury, so-to-speak) created hundreds of near-duplicate blog posts as well, using the same type of tactic. So we had to do some major pruning. We deleted almost everything, save for a few blog posts that were actually performing well and bringing in traffic. The stuff we saved needed to be reworked - we fleshed out thin content, added headlines and images, fixed grammatical/spelling errors, etc.

Plan of Attack

A major task was to clean up the site itself: it was necessary to delete huge numbers of site pages as well as blog posts, that were mostly duplicates of other pages and added no real value. The only pages retained were those that were actually performing well and bringing in traffic. Retained pages still needed work - fleshing out thin content, adding headlines and images, fixing grammatical/spelling errors.

Deleting this many pages created its own problem - a multitude of 4xx errors because there were a number of hidden internal links - even some cloaking! Broken links were discovered everywhere - and internal links were not being used strategically or in a way that would feel natural to a user and actually invite clicks - they were haphazardly placed everywhere without much thought for WHY it might/might not go there. (*The big take-away here: DON'T trust your SEO to people who are not skilled - they can wreck your website!*)

Due to the on-site issues, this site was also very slow loading (in excess of 8 seconds) - now it is significantly faster (currently around 3 seconds and improving).

For this client we used a combination of guest posting orders to gain backlinks as well as ordering some content to replace low-value/thin content pages. The following tabulation details the orders placed for this client, month-to-month, as well as the total cost (costs reflect pricing in place at the time orders were placed; current pricing may be different).

Date	Promotion Type	Budget
January-19	DA10+ Guest Post (500 words)	99
	DA20+ Guest Post (500 words)	149
	Promotion Total:	**248**
Febuary-19	DA10+ Guest Post (500 words)	99
	DA20+ Guest Post (500 words)	149
	Promotion Total:	**248**

Date	Promotion Type	Budget
June-19	DA10+ Guest Post (500 words)	99
	Premium Content 1500 words	135
	Premium Content 1500 words	135
	Promotion Total:	**369**
July-19	Broken Linkbuilding	149

Month	Promotion	Amount
Febuary-19	DA10+ Guest Post (500 words)	99
	DA20+ Guest Post (500 words)	149
	Promotion Total:	**248**
March-19	DA30+ Guest Post (~1500 words)	249
	Elite Content 1000 words	152
	Promotion Total:	**401**
April-19	DA10+ Guest Post (500 words)	99
	DA20+ Guest Post (500 words)	149
	Promotion Total:	**248**
May-19	No Promotions Done	

Month	Promotion	Amount
July-19	Broken Linkbuilding	149
	Promotion Total:	**149**
Jan-20	DA10+ Guest Post (500 words)	99
	DA30+ Guest Post (500 words)	199
	Promotion Total:	**298**
20-Feb	DA10+ Guest Post (500 words)	99
	DA30+ Guest Post (500 words)	199
	Promotion Total:	**298**
Mar-20	DA20+ Guest Post (500 words)	149
	DA20+ Guest Post (500 words)	149
	Promotion Total:	**298**
Apr-20	DA40+Guest Post (500 words)	314
	Promotion Total:	**314**
May-20	DA40+Guest Post (500 words)	314
	Promotion Total:	**314**

Documented Results

The following screenshots document the results achieved for this client. Statistics compare the period of January-July 2020 in comparison to the base year of January-July 2019.

We begin first with a **Google Analytics** summary snapshot:
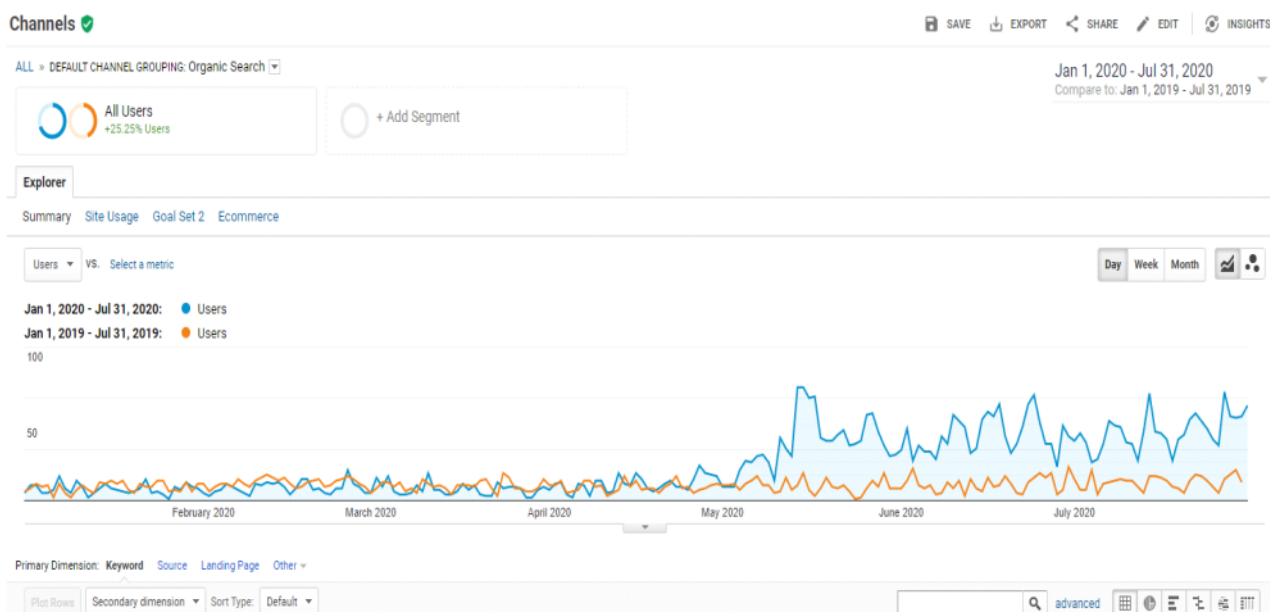
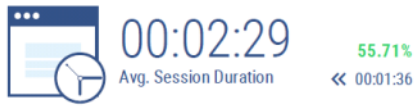|	Acquisition			Behavior			Conversions Goal 6: Form Submit ▼		
Keyword	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Form Submit (Goal 6 Conversion Rate)	Form Submit (Goal 6 Completions)	Form Submit (Goal 6 Value)
	136.94% ▲ 4,599 vs 1,941	139.95% ▲ 4,571 vs 1,905	123.41% ▲ 5,154 vs 2,307	94.78% ▼ 2.74% vs 52.36%	38.02% ▼ 1.62 vs 2.61	1.33% ▼ 00:02:25 vs 00:02:27	100.00% ▲ 0.78% vs 0.00%	100.00% ▲ 40 vs 0	0.00% $0.00 vs $0.00

As can be observed from the above graph, significant upward movement was detected beginning in May 2020. Significantly, **this improvement has built and has not declined month-to-month through the rest of the year**. These results, therefore, were not short-term or temporary!

The total **GA visitor sessions** logged were upped over 50% and organic traffic sessions increased 123% during this same period --

Mid-Year Report:

Report date: 1/1/20 — 7/31/20
Compared to: 1/1/19 — 7/31/19

Duration (days): 213

Sessions
A period during which the user interacts with your site.

7,611 Sessions   50.44% « 5,059

Organic traffic

5,154 Sessions   123.41% « 2,307

A major Google ranking factor (it is believed) is the amount of time spent by visitors on site as well as the overall site page load speed. For this site, the **average session time** increased over 55% and **page loading speed** decreased 60% (indicating pages are now loading much faster) --

Average session time

Site Load Speed
Average time it takes to load the site

00:02:29 55.71%
Avg. Session Duration « 00:01:36

00:00:03 -59.05%
Avg. page load time « 00:00:08

Conversions From All Traffic

Channel grouping	Completions		Conversion rate	
Organic Search	80	142%	1.55%	8.39%
Direct	20	66.67%	1.13%	16.49%
Referral	20	233%	4.24%	5.21%
Paid Search	11	267%	8.59%	2222%

Keyword rankings in the SERP's are, of course, critical to driving organic traffic. This site now ranks 63 keywords in its niche in position 1-3 (an increase of over **1000%**) and total front page keywords (ranking anywhere on page 1) have also increased a whopping **1000%** for a total of 180 keywords! --

Keywords in Positions 1-3

Total Front Page Keywords

63 Keywords 1160% « 5

180 Keywords 1100% « 15

Finally, on the content marketing side of things, blog posts are picking up nice page views, especially older posts which are aging nicely --

Top Performing Blog Posts

Page	Page views
	3,484
	340
	332
	173