

Case Study

One of Our PVC Pipe Manufacturer Client



SEO OPTIMIZATION

Google Analytics Overview from Where We Started

Metrics	Nov 19, 19 - Feb 18, 20	Aug 19, 19 - Nov 18, 19
Users	9152	11804
New Users	8766	11511
Sessions	12238	17812
No of sessions per user	1.34	1.51
Page Views	25056	33612
Pages/Sessions	2.13	1.89
Average Session Duration	1.35	1.26
Bounce Rate	*66.51	71.66

Color Scheme	Impression
	Decreased
	Increased
	Benchmark

Page Wise Traffic from Where We Started

Page	Date Range	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
/	Nov 19, 2019 - Feb 18, 2020	6429	4905	93.30345245	4569	0.489603852
/	Aug 19, 2019 - Nov 18, 2019	10546	8371	108.0832295	8035	0.645887769
/lp/	Nov 19, 2019 - Feb 18, 2020	3048	2740	190.7741047	2729	0.899963357
/lp/	Aug 19, 2019 - Nov 18, 2019	5105	4310	162.7503001	4301	0.874941887
/contact/	Nov 19, 2019 - Feb 18, 2020	1466	1248	165.4168096	407	0.734643735
/contact/	Aug 19, 2019 - Nov 18, 2019	1545	1308	154.6626687	411	0.725060827
/upvc-pipes-fittings/	Nov 19, 2019 - Feb 18, 2020	1465	868	67.95794393	597	0.710217755
/upvc-pipes-fittings/	Aug 19, 2019 - Nov 18, 2019	1407	937	82.46437995	640	0.721875
/career/	Nov 19, 2019 - Feb 18, 2020	1305	963	104.1870504	446	0.612107623
/career/	Aug 19, 2019 - Nov 18, 2019	1427	1036	101.4545455	456	0.605263158
/borewell-column-pipes/	Nov 19, 2019 - Feb 18, 2020	1074	622	83.89716841	415	0.563855422
/borewell-column-pipes/	Aug 19, 2019 - Nov 18, 2019	1141	633	79.7722063	437	0.567505721
/product/	Nov 19, 2019 - Feb 18, 2020	840	493	45.04294479	133	0.45112782
/product/	Aug 19, 2019 - Nov 18, 2019	830	534	52.14263074	163	0.460122699

Page Wise Traffic from Where We Started

Page	Date Range	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
/ori-plast/	Nov 19, 2019 - Feb 18, 2020	729	579	66.12062257	76	0.657894737
/ori-plast/	Aug 19, 2019 - Nov 18, 2019	827	646	75.37919463	81	0.62962963
/plant-factories/	Nov 19, 2019 - Feb 18, 2020	725	610	124.2241379	309	0.546925566
/plant-factories/	Aug 19, 2019 - Nov 18, 2019	743	613	144.495122	298	0.567114094
/cpvc-pipes-fittings/	Nov 19, 2019 - Feb 18, 2020	576	365	71.77995643	57	0.50877193
/cpvc-pipes-fittings/	Aug 19, 2019 - Nov 18, 2019	741	472	92.5202952	110	0.590909091
/agricultural-pipes-fittings/	Nov 19, 2019 - Feb 18, 2020	421	255	53.27743902	62	0.661290323
/agricultural-pipes-fittings/	Aug 19, 2019 - Nov 18, 2019	390	235	65.99367089	45	0.466666667
/pe-pipes-fittings/	Nov 19, 2019 - Feb 18, 2020	372	277	95.86507937	54	0.722222222
/pe-pipes-fittings/	Aug 19, 2019 - Nov 18, 2019	410	292	115.3707865	64	0.703125

Channel Wise Traffic from Where We Started

Channels	Date Range	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Organic Search	Nov 19, 2019 - Feb 18, 2020	5632	5097	7067	0.550021225	2.595585114	126.9698599
	Aug 19, 2019 - Nov 18, 2019	6342	5794	7963	0.574783373	2.432123572	122.9368329
Paid Search*	Nov 19, 2019 - Feb 18, 2020	1218	1051	1716	0.85955711	1.358974359	40.13170163
	Aug 19, 2019 - Nov 18, 2019	1337	1171	1826	0.820372399	1.563526835	52.31599124
Direct	Nov 19, 2019 - Feb 18, 2020	979	950	1223	0.649223222	2.171708913	106.417825
	Aug 19, 2019 - Nov 18, 2019	1185	1151	1459	0.686086361	2.119945168	113.4715559
Display*	Nov 19, 2019 - Feb 18, 2020	743	683	1102	0.91107078	1.133393829	23.63157895
	Aug 19, 2019 - Nov 18, 2019	3027	2975	6037	0.874109657	1.196123903	32.99602452

Channel Wise Traffic from Where We Started

Channels	Date Range	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
(Other)*	Nov 19, 2019 - Feb 18, 2020	702	698	765	0.917647	1.132026	22.88758
	Aug 19, 2019 - Nov 18, 2019	10	10	12	1	1	0
Referral	Nov 19, 2019 - Feb 18, 2020	205	193	267	0.700375	1.917603	87.73408
	Aug 19, 2019 - Nov 18, 2019	228	217	290	0.737931	2.596552	270.369
Social	Nov 19, 2019 - Feb 18, 2020	117	111	121	0.876033	1.239669	30.76033
	Aug 19, 2019 - Nov 18, 2019	199	196	225	0.822222	1.382222	42.31556

New vs. Returning Visitors from Where We Started

User Type	Date Range	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
New Visitor	Nov 19, 2019 - Feb 18, 2020	8790	8772	8772	0.676470588	2.036479708	84.23290014
	Aug 19, 2019 - Nov 18, 2019	11437	11514	11514	0.705054716	1.894736842	74.74986972
Returning Visitor	Nov 19, 2019 - Feb 18, 2020	1856	0	3470	0.636599424	2.366570605	123.0533141
	Aug 19, 2019 - Nov 18, 2019	2784	0	6298	0.737694506	1.872975548	105.824865

Ranking Status - Generic Search- from Where We Started

Search Query	Last 3 months Clicks	Previous 3 months Clicks	Last 3 months Impressions	Previous 3 months Impressions	Last 3 months CTR	Previous 3 months CTR	Last 3 months Position	Previous 3 months Position
upvc pipe	192	203	20562	16680	0.93%	1.22%	8	7
upvc pipes	89	135	4534	5458	1.96%	2.47%	7	7
opvc pipe	34	11	503	213	6.76%	5.16%	3	6
upvc pipes and fittings	24	11	910	664	2.64%	1.66%	8	9
upvc fittings	23	27	1871	1564	1.23%	1.73%	10	7
o pvc pipe	17	9	144	130	11.81%	6.92%	2	5
upvc pipe fittings	13	7	681	560	1.91%	1.25%	5	16
pvc o pipe manufacturers in india	10	19	199	70	5.03%	27.14%	2	2
pvc pipe manufacturers in kolkata	8	8	273	267	2.93%	3%	6	9
o pvc pipe manufacturers in india	8	7	97	58	8.25%	12.07%	4	4
u pvc pipe	7	8	905	1219	0.77%	0.66%	8	8

Ranking Status - Generic Search- from Where We Started

Search Query	Last 3 months Clicks	Previous 3 months Clicks	Last 3 months Impressions	Previous 3 months Impressions	Last 3 months CTR	Previous 3 months CTR	Last 3 months Position	Previous 3 months Position
pvc-o	7	5	254	212	2.76%	2.36%	3	16
pvc o	7	1	188	140	3.72%	0.71%	3	6
what is upvc pipe	6	4	490	408	1.22%	0.98%	6	7
u pvc pipes	6	1	127	89	4.72%	1.12%	10	5
pvc-o pipe	6	6	98	123	6.12%	4.88%	3	7
pvc pipe price list in kolkata	5	7	122	147	4.10%	4.76%	8	9
pvc-o pipes	5	0	58	7	8.62%	0%	3	4
upvc fitting	4	3	454	297	0.88%	1.01%	13	10
pvc pipe manufacturers in west bengal	4	9	234	266	1.71%	3.38%	6	7
o-pvc	4	2	140	117	2.86%	1.71%	3	14
pvc o pipe	4	9	137	133	2.92%	6.77%	3	6
upvc fittings catalogue	4	2	83	33	4.82%	6.06%	13	23

Ranking Status - Generic Search- from Where We Started

Search Query	Last 3 months Clicks	Previous 3 months Clicks	Last 3 months Impressions	Previous 3 months Impressions	Last 3 months CTR	Previous 3 months CTR	Last 3 months Position	Previous 3 months Position
o pvc	4	7	70	66	5.71%	10.61%	3	5
pvc pipe manufacturers	3	5	335	359	0.90%	1.39%	20	45
cpvc pipe manufacturers	3	2	244	190	1.23%	1.05%	20	40
pvc pipe manufacturers in india	3	3	182	173	1.65%	1.73%	52	35
upvc pipe uses	3	0	80	0	3.75%	0%	3	1
opvc pipes	3	4	79	141	3.80%	2.84%	3	5
upvc fittings images	3	1	59	68	5.08%	1.47%	7	10
upvc pipe usage	3	1	53	6	5.66%	16.67%	3	6
upvc pipe images	2	0	86	0	2.33%	0%	10	16
upvc pipe use	2	1	80	47	2.50%	2.13%	4	7

Challenges & Penetrating Zones

- a. Setting ROI focused KPI for client according to their business goal
- b. UX, UI & CX changes maintaining brand ethics
- c. Additional budget requirement to uplift the momentum
- d. Increment of Organic leads after 3-4 months
- e. Lead analysis support for next step content injection
- f. New business scope addition

Remark: All fixed smoothly

Traffic Status Overview After 1 Year

Metrics	Nov 1, 20 - Nov 30, 20	Dec 1, 20 - Dec 30, 20
Users	3,678	4,508
New Users	3,486	4,257
Sessions	4,744	5,719
No of sessions per user	1.29	1.27
Page Views	33,999	42,587
Pages/Sessions	7.17	7.45
Average Session Duration	2:39	2:33
Bounce Rate	9.38%	7.76%

Color Scheme	Impression
	Decreased
	Increased
	Benchmark

New vs. Returning Visitors Overview After 1 Year

User Type	Date Range	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
New Visitor	Dec 1, 2020 - Dec 30, 2020	4257	4263	4263	0.071076707	6.720150129	130.5385878
	Nov 1, 2020 - Nov 30, 2020	3486	3489	3489	0.088277443	6.755803955	135.107194
Returning Visitor	Dec 1, 2020 - Dec 30, 2020	905	0	1456	0.096840659	9.573489011	220.6710165
	Nov 1, 2020 - Nov 30, 2020	749	0	1255	0.109163347	8.309163347	225.3912351

Page Wise Traffic Overview After 1 Year

Page	Date Range	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/	Dec 1, 2020 - Dec 30, 2020	8092	1987	23.08903413	1759	0.004545455	0.149159664
/	Nov 1, 2020 - Nov 30, 2020	6912	1706	22.32356948	1516	0.009234828	0.150462963
/contact/	Dec 1, 2020 - Dec 30, 2020	2452	672	34.99015263	159	0.018867925	0.171696574
/contact/	Nov 1, 2020 - Nov 30, 2020	2100	556	37.06545248	132	0.015151515	0.163333333
/borewell-column-pipes/price/	Dec 1, 2020 - Dec 30, 2020	2274	432	27.09994952	300	0.006666667	0.128847845
/borewell-column-pipes/price/	Nov 1, 2020 - Nov 30, 2020	260	54	31.39655172	19	0	0.107692308
/borewell-column-pipes/	Dec 1, 2020 - Dec 30, 2020	1553	306	21.09370529	158	0.012658228	0.099806825
/borewell-column-pipes/	Nov 1, 2020 - Nov 30, 2020	1615	271	29.73731139	170	0	0.097213622
/upvc-pipes-fittings/	Dec 1, 2020 - Dec 30, 2020	1525	246	18.99491649	140	0	0.09704918
/upvc-pipes-fittings/	Nov 1, 2020 - Nov 30, 2020	807	169	25.62900976	72	0	0.111524164
/career/	Dec 1, 2020 - Dec 30, 2020	1379	306	22.08728814	136	0.022058824	0.144307469
/career/	Nov 1, 2020 - Nov 30, 2020	1222	299	22.97378641	122	0.008196721	0.157119476
/upvc-pipes/price/	Dec 1, 2020 - Dec 30, 2020	1348	336	29.78453519	204	0	0.146142433
/upvc-pipes/price/	Nov 1, 2020 - Nov 30, 2020	950	275	35.88137755	153	0	0.174736842
/swr-pipes-2/price-list/	Dec 1, 2020 - Dec 30, 2020	1217	298	26.53696498	206	0	0.155299918
/swr-pipes-2/price-list/	Nov 1, 2020 - Nov 30, 2020	1021	246	27.70655926	183	0	0.148873653
/cpvc-pipes-fittings/	Dec 1, 2020 - Dec 30, 2020	921	132	14.91077636	38	0	0.062975027
/cpvc-pipes-fittings/	Nov 1, 2020 - Nov 30, 2020	738	135	23.37590711	29	0.034482759	0.066395664

Page Wise Traffic Overview After 1 Year

Page	Date Range	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/agricultural-pipes-fittings/	Dec 1, 2020 - Dec 30, 2020	636	103	14.02306425	11	0.090909091	0.045597484
/agricultural-pipes-fittings/	Nov 1, 2020 - Nov 30, 2020	400	70	16.34908136	7	0	0.0475
/plant-factories/	Dec 1, 2020 - Dec 30, 2020	622	166	25.0019084	102	0	0.15755627
/plant-factories/	Nov 1, 2020 - Nov 30, 2020	718	191	30.48445172	122	0	0.14902507
/product/	Dec 1, 2020 - Dec 30, 2020	621	162	22.87654321	48	0	0.086956522
/product/	Nov 1, 2020 - Nov 30, 2020	806	165	11.21108179	46	0	0.05955335
/pvc-garden-hose-pipes/	Dec 1, 2020 - Dec 30, 2020	595	125	15.52390438	86	0	0.156302521
/pvc-garden-hose-pipes/	Nov 1, 2020 - Nov 30, 2020	399	75	14.6994382	42	0	0.107769424
/pe-pipes-fittings/	Dec 1, 2020 - Dec 30, 2020	541	76	19.04474708	11	0	0.049907579
/pe-pipes-fittings/	Nov 1, 2020 - Nov 30, 2020	546	96	41.7061144	17	0	0.071428571
/swr-pipes-fittings/	Dec 1, 2020 - Dec 30, 2020	533	67	14.97979798	43	0	0.071294559
/swr-pipes-fittings/	Nov 1, 2020 - Nov 30, 2020	456	68	15.84466019	38	0	0.096491228
/odisha/	Dec 1, 2020 - Dec 30, 2020	476	107	21.56531532	6	0	0.067226891
/odisha/	Nov 1, 2020 - Nov 30, 2020	448	89	28.7852194	6	0	0.033482143
/hdpe-pipes/price/	Dec 1, 2020 - Dec 30, 2020	447	92	26.31377551	54	0.018518519	0.123042506
/hdpe-pipes/price/	Nov 1, 2020 - Nov 30, 2020	366	67	23.72560976	37	0	0.103825137

Page Wise Traffic Overview After 1 Year

Page	Date Range	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/the-past-and-present-of-pvc-pipes/	Dec 1, 2020 - Dec 30, 2020	426	144	21.08135593	143	0	0.307511737
/the-past-and-present-of-pvc-pipes/	Nov 1, 2020 - Nov 30, 2020	373	143	11.36929461	140	0	0.353887399
/lldpe-water-tank/	Dec 1, 2020 - Dec 30, 2020	402	95	22.59710145	55	0.018181818	0.141791045
/lldpe-water-tank/	Nov 1, 2020 - Nov 30, 2020	661	152	30.98769772	107	0	0.139183056
/pert-pipes-fittings/	Dec 1, 2020 - Dec 30, 2020	334	72	32.05673759	51	0	0.155688623
/pert-pipes-fittings/	Nov 1, 2020 - Nov 30, 2020	269	79	35.34299517	60	0	0.230483271
/cpvc-pipes/price/	Dec 1, 2020 - Dec 30, 2020	324	84	25.21863799	38	0	0.138888889
/cpvc-pipes/price/	Nov 1, 2020 - Nov 30, 2020	228	60	19.15763547	21	0	0.109649123
/polymer-bath-fittings/	Dec 1, 2020 - Dec 30, 2020	281	28	34.89416058	20	0	0.024911032
/polymer-bath-fittings/	Nov 1, 2020 - Nov 30, 2020	0	0	0	0	0	0
/cpvc-pipes-fittings-3/	Dec 1, 2020 - Dec 30, 2020	274	56	34.09663866	34	0	0.131386861
/cpvc-pipes-fittings-3/	Nov 1, 2020 - Nov 30, 2020	75	20	7.810344828	16	0.0625	0.226666667
/pvc-o/	Dec 1, 2020 - Dec 30, 2020	272	63	28.51428571	22	0	0.099264706
/pvc-o/	Nov 1, 2020 - Nov 30, 2020	258	72	26.35111111	28	0.035714286	0.127906977
/tips-to-reduce-unnecessary-waste-of-money-while-buying-borewell-pipes/	Dec 1, 2020 - Dec 30, 2020	242	51	19.19298246	3	0	0.05785124
/tips-to-reduce-unnecessary-waste-of-money-while-buying-borewell-pipes/	Nov 1, 2020 - Nov 30, 2020	2	1	5	0	0	0
/pvc-pipes/	Dec 1, 2020 - Dec 30, 2020	237	68	67.16425121	21	0	0.126582278
/pvc-pipes/	Nov 1, 2020 - Nov 30, 2020	195	56	29.25149701	13	0	0.143589744
/drip-irrigation-pipes-fittings/	Dec 1, 2020 - Dec 30, 2020	229	38	8.976525822	17	0	0.069868996
/drip-irrigation-pipes-fittings/	Nov 1, 2020 - Nov 30, 2020	260	33	8.714859438	13	0	0.042307692

Channel Wise Traffic After 1 Year

Channels	Date Range	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Organic Search	Dec 1, 2020 - Dec 30, 2020	3481	3168	4215	0.005219454	7.801897983	158.0384342
	Nov 1, 2020 - Nov 30, 2020	2715	2456	3272	0.005501222	8.228606357	175.1277506
Direct	Dec 1, 2020 - Dec 30, 2020	675	643	812	0.019704433	8.897783251	196.2586207
	Nov 1, 2020 - Nov 30, 2020	595	573	716	0.043296089	5.560055866	118.2290503
Paid Search	Dec 1, 2020 - Dec 30, 2020	438	372	569	0.710017575	2.817223199	48.38488576
	Nov 1, 2020 - Nov 30, 2020	426	369	604	0.65397351	3.084437086	62.21357616
Social	Dec 1, 2020 - Dec 30, 2020	61	59	64	0.03125	4.828125	77.578125
	Nov 1, 2020 - Nov 30, 2020	72	70	74	0	5.202702703	106.7972973
Referral	Dec 1, 2020 - Dec 30, 2020	26	21	59	0	9.576271186	335.4745763
	Nov 1, 2020 - Nov 30, 2020	29	21	78	0.012820513	10.84615385	655.1923077

Generic Search Overview After 1 Year

Query	Dec 20 Clicks	Nov 20 Clicks	Dec 20 Impressions	Nov 20 Impressions	Dec 20 CTR	Nov 20 CTR	Dec 20 Position	Nov 20 Position
upvc pipe	44	8	7266	680	0.61%	1.18%	9	12
upvc pipes	23	11	1598	1213	1.44%	0.91%	10	13
upvc pipe price list 2020	18	2	777	170	2.32%	1.18%	10	11
lldpe water tank	15	15	60	56	25.00%	26.79%	1	1
what is upvc pipe	12	7	347	285	3.46%	2.46%	6	8
pert pipe	12	15	151	197	7.95%	7.61%	6	6
pvc pipe manufacturers in jaipur	11	0	171	58	6.43%	0.00%	7	11
upvc fittings	10	2	730	249	1.37%	0.80%	9	12
upvc pipes and fittings	10	5	370	250	2.70%	2.00%	6	12
borewell pipes price list	10	1	351	112	2.85%	0.89%	9	13
hdpe pipe price list 2020	9	6	695	99	1.29%	6.06%	9	32
pvc pipe manufacturers	8	4	238	175	3.36%	2.29%	14	22
borewell pipe price	7	0	293	29	2.39%	0.00%	8	14
lldpe tanks	7	1	20	11	35.00%	9.09%	2	3
agriculture pipes and fittings	6	1	142	211	4.23%	0.47%	9	12
drip irrigation pipes and fittings	6	5	47	55	12.77%	9.09%	5	7
upvc pipe price	5	0	267	116	1.87%	0.00%	11	20
borewell pipes price	5	0	214	40	2.34%	0.00%	7	12
upvc pipe fittings	5	0	175	77	2.86%	0.00%	9	13
pvc pipe manufacturers in west bengal	5	10	143	164	3.50%	6.10%	5	6
pvc pipe price list in kolkata	5	2	85	71	5.88%	2.82%	7	9
best drainage pipes in india	5	0	65	0	7.69%	0.00%	10	0
pvc o pipe manufacturers in india	5	1	36	35	13.89%	2.86%	3	3
what is upvc pipes	5	5	19	26	26.32%	19.23%	3	4
swr pipe	4	1	550	285	0.73%	0.35%	12	13
pvc pipes price list	4	2	394	178	1.02%	1.12%	13	26
swr pipes	4	4	279	223	1.43%	1.79%	10	11
pvc pipe company	4	1	111	53	3.60%	1.89%	16	24
borewell price	3	0	1146	26	0.26%	0.00%	10	40
upvc uses	3	0	325	299	0.92%	0.00%	17	28

Generic Search Overview After 1 Year

Query	Dec 20 Clicks	Nov 20 Clicks	Dec 20 Impressions	Nov 20 Impressions	Dec 20 CTR	Nov 20 CTR	Dec 20 Position	Nov 20 Position
lldpe tank	2	2	43	39	4.65%	5.13%	2	2
tuff plast pipe price	2	0	41	33	4.88%	0.00%	8	9
bypass assembly in drip irrigation	2	1	40	34	5.00%	2.94%	8	8
hdpe borewell pipes price list	2	0	39	0	5.13%	0.00%	11	0
upvc pipe use	2	0	37	32	5.41%	0.00%	3	3
upvc pipe uses	2	1	34	35	5.88%	2.86%	2	3
pvc-o pipe	2	1	31	28	6.45%	3.57%	9	8
difference between pe63 pe80 and pe100	2	0	31	14	6.45%	0.00%	10	10
pvc pipe manufacturers in chhattisgarh	2	3	30	28	6.67%	10.71%	4	6
water is essential for sustenance of life why	2	0	29	17	6.90%	0.00%	7	7
pvc pipe factory in west bengal	2	1	28	9	7.14%	11.11%	4	6
swr pipe and fittings	2	1	27	24	7.41%	4.17%	6	7
upendra plast pvc pipe	2	1	27	31	7.41%	3.23%	10	11
types of upvc pipes	2	0	26	28	7.69%	0.00%	5	6
pvc pipe manufacturers in dhuri	2	0	26	0	7.69%	0.00%	9	0
o pvc pipe manufacturers in india	2	1	25	30	8.00%	3.33%	4	5
pvc pipe for borewell price	2	1	24	3	8.33%	33.33%	11	16
borewell pipe price in india	2	0	21	0	9.52%	0.00%	10	0
pvc o pipes	2	1	16	13	12.50%	7.69%	2	4
pe-rt fittings	2	0	16	11	12.50%	0.00%	9	10
best quality pipes for borewell	2	0	16	0	12.50%	0.00%	10	0
list of pvc pipe manufacturers in west bengal	2	0	14	21	14.29%	0.00%	3	7
hdpe pipe fittings price list india	2	0	10	0	20.00%	0.00%	11	0
plumbing pipe price list	2	0	8	12	25.00%	0.00%	11	59
5 inch borewell casing pipe price	2	0	7	0	28.57%	0.00%	12	0
3 way elbow india	2	1	7	2	28.57%	50.00%	13	37

What We Achieved in Last 1 Year (SEO)


- We have worked on **42** set of keywords, total of **224 Keywords**. We are ranking on the **first page** of Google SERP for all these **224** keywords.
- We have received a total of **383 Organic Leads** out of which we have the data of 74 Conversions & 12 dealership conversions. We do not have the status of 22 leads which were received in June, July 2020.
- We got total **755K total Impressions on Google, 34.7K Clicks, Average CTR of 4.6%**.

Ranking Status - Traffic Overview - Search Console



Conversion Status in Last 1 Year (Organic)

Conversion Metrics	Jun 1, 20 - Jun 30, 20	Jul 1, 20 - Jul 30, 20	Aug 1, 20 - Aug 30, 20	Sept 1, 20 - Sept 30, 20	Oct 1, 20 - Oct 30, 20	Nov 1, 20 - Nov 30, 20	Dec 1, 20 - Dec 30, 20
PDF Downloads	Tracking Unavailable	604	634	711	576	670	833
Homepage Video Views	Tracking Unavailable	167	268	182	274	213	206
Home Page Form Enquiries	39	21	18	21	32	36	29
Inner Pages Form Enquiries	21	23	27	25	22	32	37



to communication, me ▾

Name: MAITHAN ENTERPRISE

Tel Number : 9874673452

Email : maithanenterprise@gmail.com

City : SALANPUR

Your Requirement : Want to take dealership. Please guide me through the procedure. Thank you

Sat, Dec 19, 2020, 8:45 PM

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According to the presented Case Study,

We can determine that, **we can provide** lead focused SEO more frequently than any agency. We particularly emphasize on getting more leads/sales through organic ways for any business fit for SEO.

We will take into consideration all our findings and analysis during the planning of the next step scope addition. We are also trying to expand our content bucket to generate more engaging worthy sales.

Thank You.

