



# Search Engine Optimization

# CASE STUDY



## about US

### We believe in the power of great ideas.

**Sensation Software Solutions** is among the Top agencies offers complete IT solutions for your special business requirements. We are advanced, creative and innovation driven organization that gives financially savvy Digital Marketing across the globe.

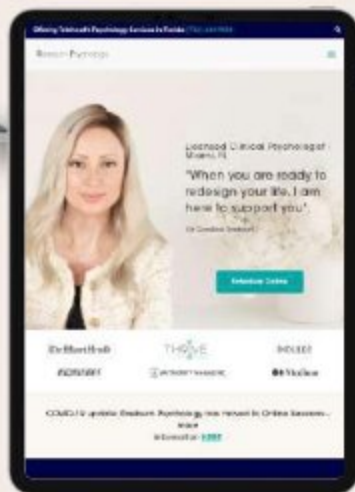
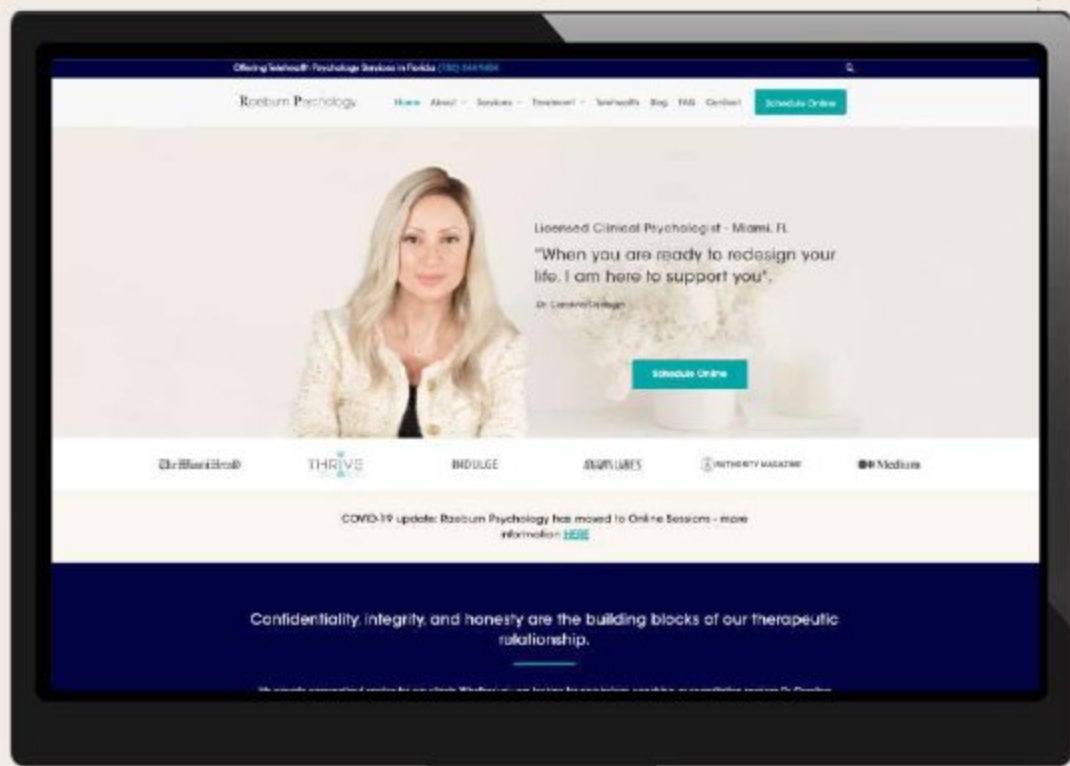
We always grow the business of our clients digitally with a top-notch marketing approach. We have provided business visibility to our existing clients to increase their customer engagement by providing them with:

- ✓ Search Engine Optimization ( SEO)
- ✓ Social Media Optimization
- ✓ Social Media Marketing
- ✓ Branding Strategy
- ✓ Content Writing & Marketing
- ✓ App Store Optimization
- ✓ Ad Campaign
- ✓ Outreaching Activities

We can put your website on the top of the search engines and bring more customer engagement to your website. We deliver websites with look great, functions well, and give you maximum ROI. Our web designers work on the high standard approach with trending CMS technologies.

For our Clients, we can propose flexible plans and affordable rates based on your requirements.  
**So, Let's join our hands to work together.**

# Industry: Wellness Niche



# Raeburn Psychology

Dr. Carolina Raeburn, Psy.D is a licensed clinical psychologist in the state of Florida, with a subspecialty in neuropsychology. She offers bespoke psychological and coaching services to help you achieve your goals. She holds confidentiality and discretion in high regard and provides a space where you can express yourself freely without fear of judgment or concerns over privacy. She provides therapy for individuals, couples, family, and groups.

- ✓ Keyword research
- ✓ Add social sharing links.
- ✓ Check GA, Google Webmaster
- ✓ Social Media Optimization
- 📍 Location: Miami, Florida
- 🔗 <https://carolinaraeburn.com>

## Challenges

- ✓ Increase Organic Traffic
- ✓ Rank for Special Keyword (Google Ranking)
- ✓ Increases Organic Discovery & High-Quality Website Traffic
- ✓ SEO Offers Impressive ROI

## Strategies

- ✓ Develop an integrated site-wide keyword strategy
- ✓ Uncovering user intent and organizing the site's content
- ✓ Create a URL strategy to take advantage of established value
- ✓ Remove and merge sections of the old website to support keyword strategy
- ✓ Post website launch, SEO monitoring to fix issues

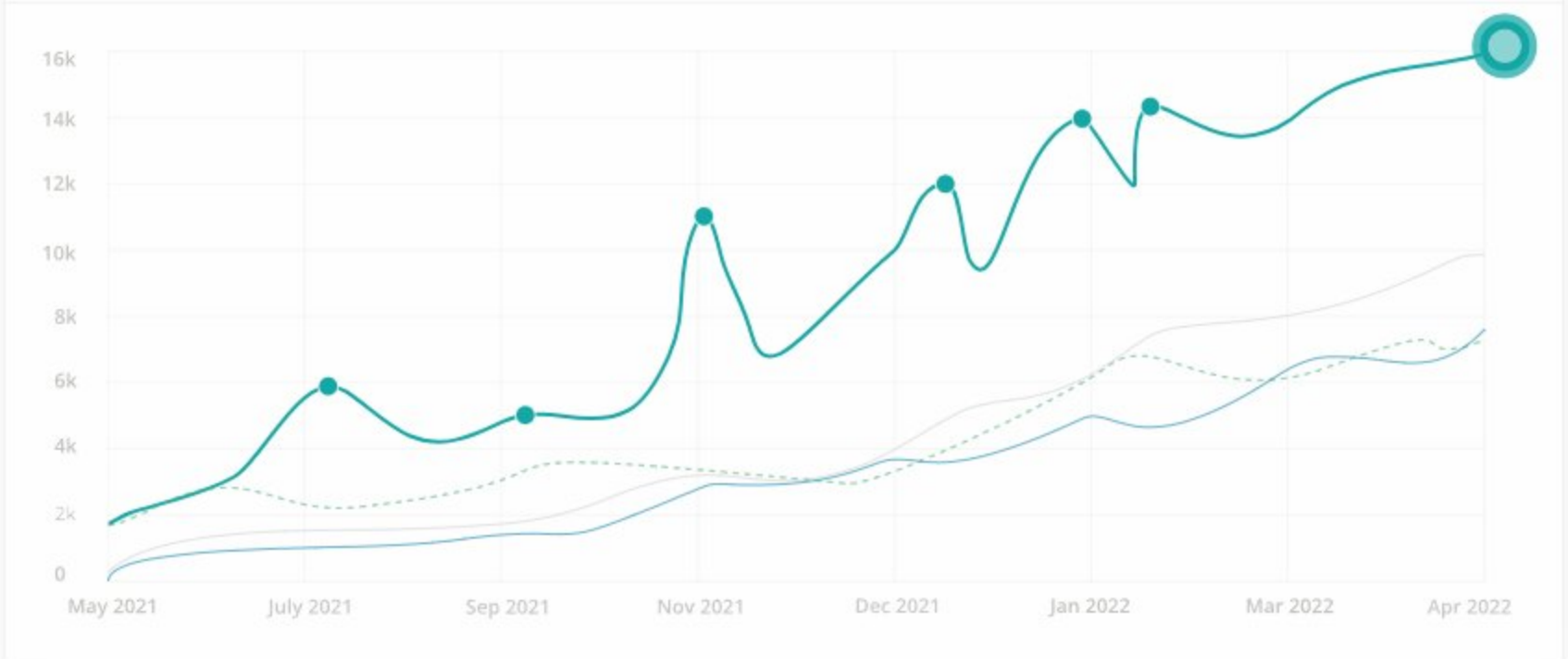


## Results



- ✓ Any business owners are bothered about results. Based on this, not just achieving organic ranking is important but also a high conversion rate.
- ✓ We strengthen their SEO by creating strategy based on keywords in Meta tags and website content.
- ✓ Today, Carolina Raeburn ranked higher when the user searches for the Clinical Psychologist Miami.

<https://carolinaraeburn.com>



**Increased traffic**  
**116%**

**Increased Local clients**  
**60%**

**Increased backlinks**  
**41.83%**

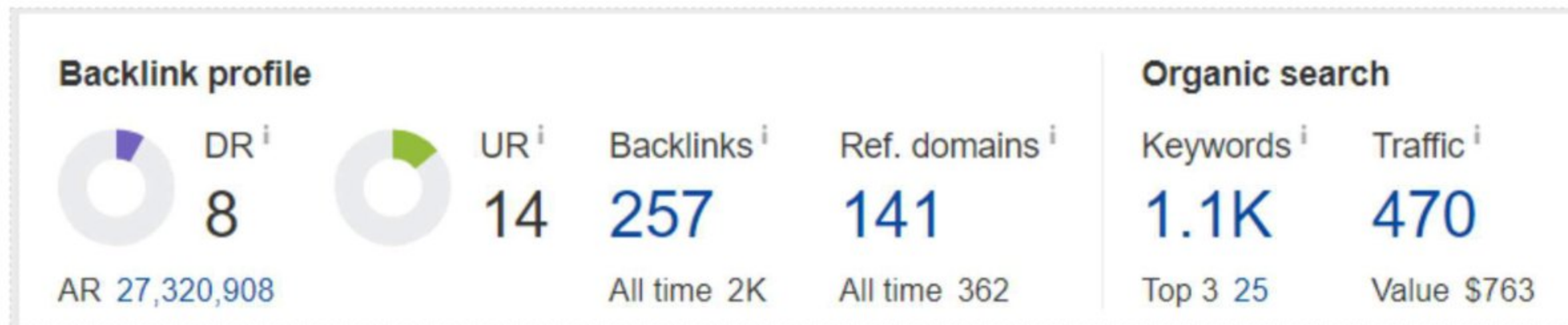
**Increased Visibility**  
**70%**

# Analyze a website's links

## Before



## After



# Keyword Ranking

celebrity psychologist

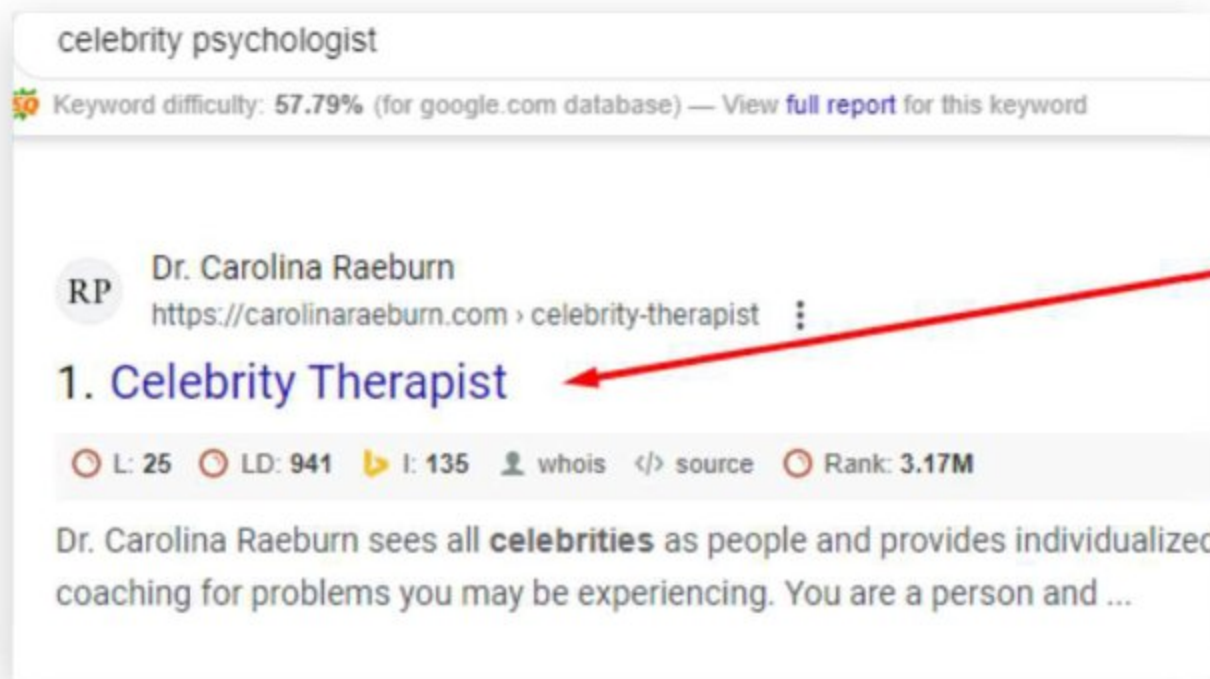
Keyword difficulty: 57.79% (for google.com database) — View full report for this keyword

RP Dr. Carolina Raeburn  
https://carolinaraeburn.com › celebrity-therapist

1. **Celebrity Therapist**

L: 25 LD: 941 I: 135 whois source Rank: 3.17M

Dr. Carolina Raeburn sees all **celebrities** as people and provides individualized coaching for problems you may be experiencing. You are a person and ...



google.com/search?q=therapist+for+celebrities&sca\_esv=588668658&ei=G4hxZZ7gBdmWse

therapist for celebrities

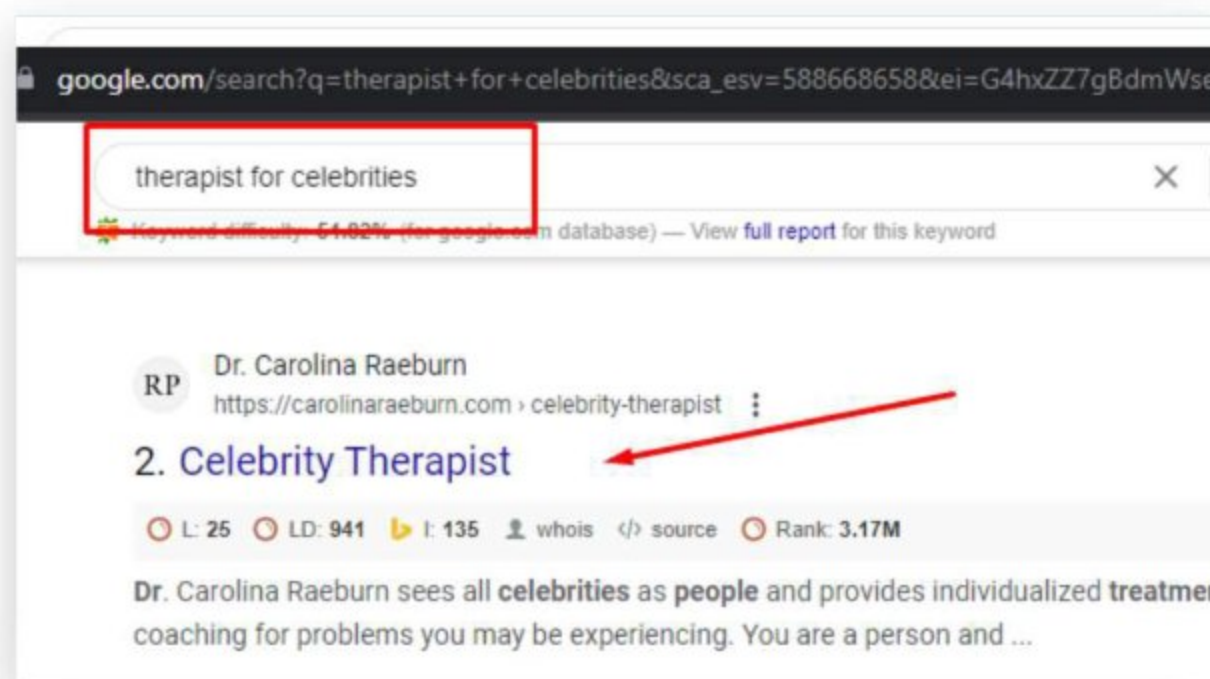
Keyword difficulty: 51.82% (for google.com database) — View full report for this keyword

RP Dr. Carolina Raeburn  
https://carolinaraeburn.com › celebrity-therapist

2. **Celebrity Therapist**

L: 25 LD: 941 I: 135 whois source Rank: 3.17M

Dr. Carolina Raeburn sees all **celebrities** as **people** and provides individualized **treatment** coaching for problems you may be experiencing. You are a person and ...



google.com/search?q=celebrity+counselor&sca\_esv=588668658&ei=4ohxZY6uJeqZseMPz6CCM

celebrity counselor

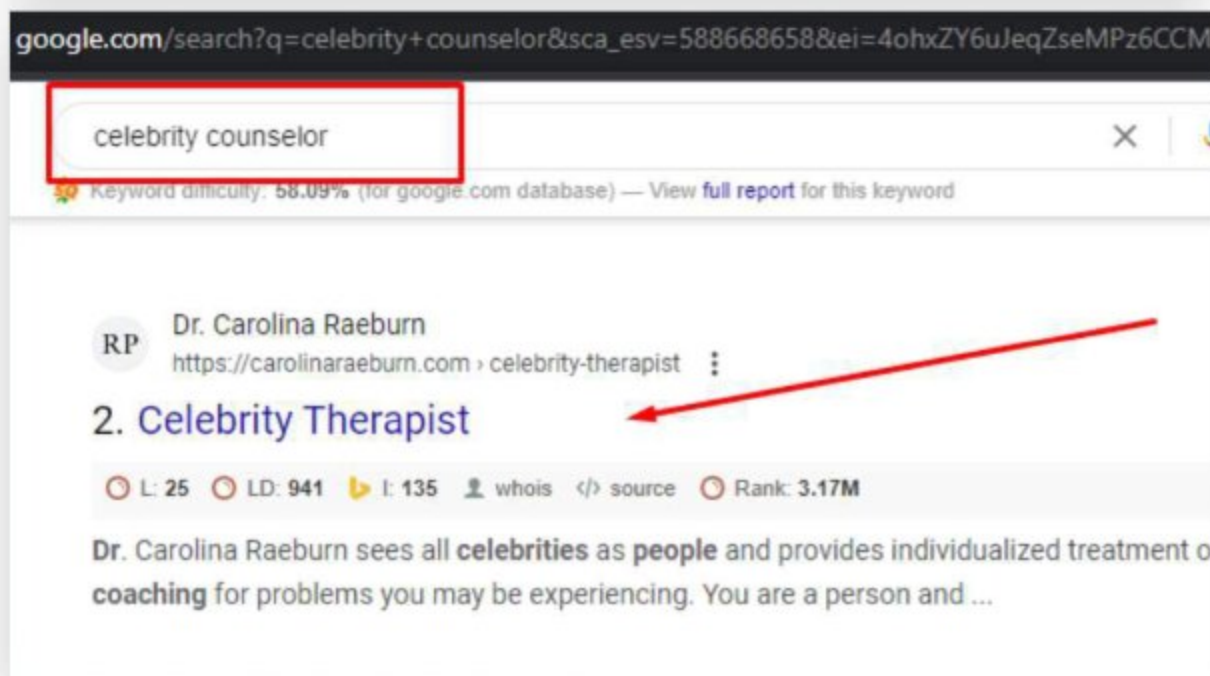
Keyword difficulty: 58.09% (for google.com database) — View full report for this keyword

RP Dr. Carolina Raeburn  
https://carolinaraeburn.com › celebrity-therapist

2. **Celebrity Therapist**

L: 25 LD: 941 I: 135 whois source Rank: 3.17M

Dr. Carolina Raeburn sees all **celebrities** as **people** and provides individualized treatment or **coaching** for problems you may be experiencing. You are a person and ...



google.com/search?q=celebrity+therapist&sca\_esv=588668658&ei=FohxZbzVLdbPseMP8Y2GyA08

celebrity therapist

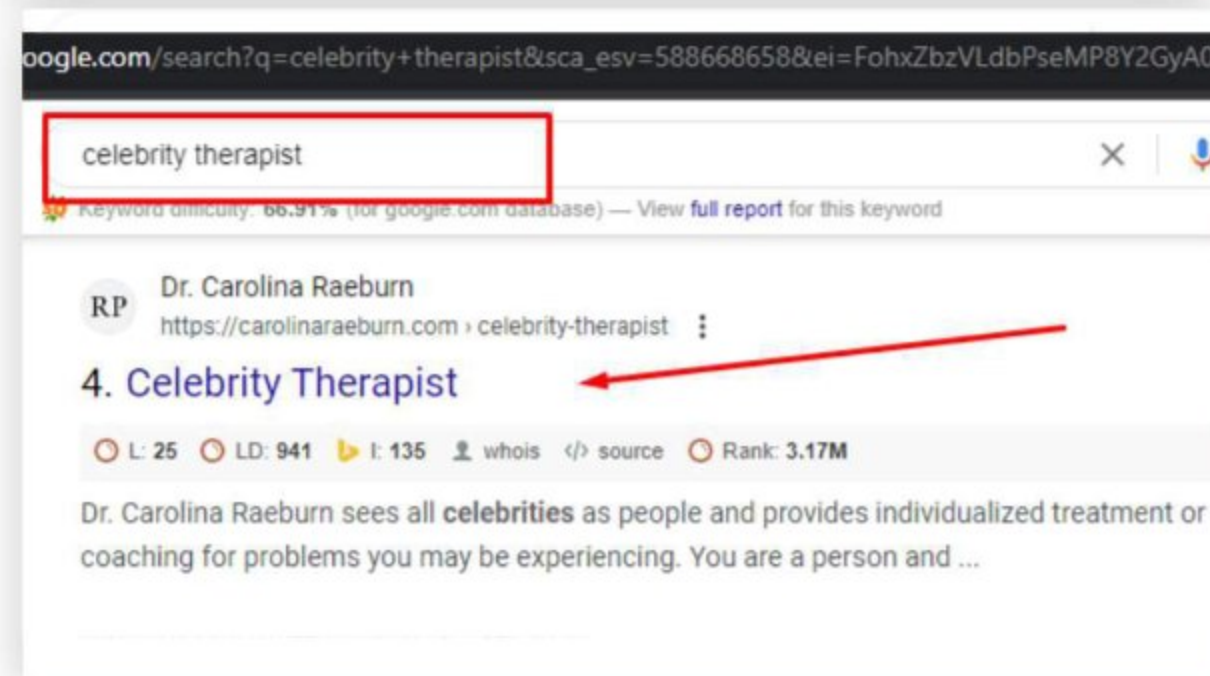
Keyword difficulty: 66.91% (for google.com database) — View full report for this keyword

RP Dr. Carolina Raeburn  
https://carolinaraeburn.com › celebrity-therapist

4. **Celebrity Therapist**

L: 25 LD: 941 I: 135 whois source Rank: 3.17M

Dr. Carolina Raeburn sees all **celebrities** as people and provides individualized treatment or coaching for problems you may be experiencing. You are a person and ...



# Organic Keyword Ranking

Monthly volume ▾ United States ▾ Position ▾ Volume ▾ KD ▾ CPC ▾ Traffic ▾ SERP features ▾ Word count ▾ Keyword ▾ URL ▾

1,000 keywords 📅 7 Dec 2023 ▾ ⚖ Don't compare ▾ 🏠 Filters ▾ 📄 Columns 🔗 AP

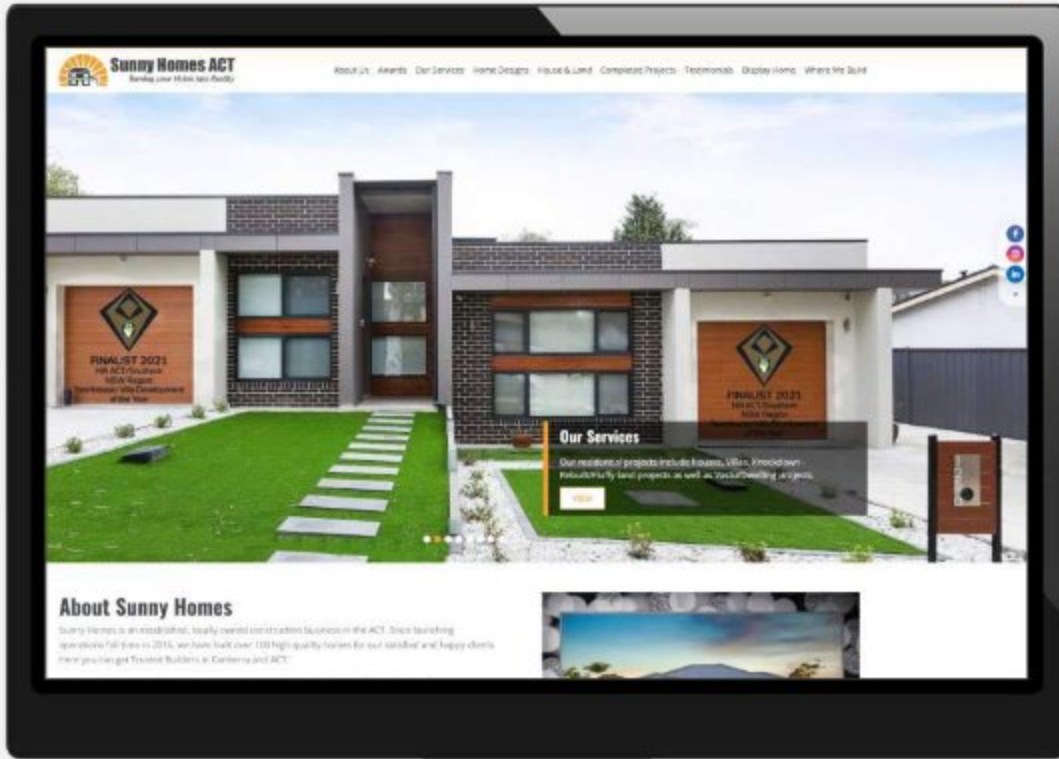
<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL		
<input type="checkbox"/> + celebrity therapist	1	300	3	2.38	40	0	2	<a href="https://carolinaeraeburn.com/celebrity-therapist/">https://carolinaeraeburn.com/celebrity-therapist/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + how to control your tone of voice when angry	2	40	1	1.35	15	0	1	<a href="https://carolinaeraeburn.com/improving-and-watching-your-tone-of-voice/">https://carolinaeraeburn.com/improving-and-watching-your-tone-of-voice/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + how to control tone of voice when angry	3	40	2	N/A	15	0	1	<a href="https://carolinaeraeburn.com/improving-and-watching-your-tone-of-voice/">https://carolinaeraeburn.com/improving-and-watching-your-tone-of-voice/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + concierge therapist rates	1	40	0	1.89	14	0	1	<a href="https://carolinaeraeburn.com/about/fees-and-rates/">https://carolinaeraeburn.com/about/fees-and-rates/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + concierge psychology miami	2	30	0	N/A	13	0	1	<a href="https://carolinaeraeburn.com/concierge-psychologist/">https://carolinaeraeburn.com/concierge-psychologist/</a> ▾ 1 more	📈 ▾	SERP ▾
<input type="checkbox"/> + celebrity counsellor	2	100	0	N/A	13	0	3	<a href="https://carolinaeraeburn.com/celebrity-therapist/">https://carolinaeraeburn.com/celebrity-therapist/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + celebrity therapists	1	80	4	2.38	12	0	2	<a href="https://carolinaeraeburn.com/celebrity-therapist/">https://carolinaeraeburn.com/celebrity-therapist/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + concierge psychologists boca raton	3	30	0	N/A	12	0	1	<a href="https://carolinaeraeburn.com/locations/boca-raton-fl/">https://carolinaeraeburn.com/locations/boca-raton-fl/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + my tone of voice sounds mean	3	30	4	N/A	12	0	1	<a href="https://carolinaeraeburn.com/improving-and-watching-your-tone-of-voice/">https://carolinaeraeburn.com/improving-and-watching-your-tone-of-voice/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + concierge psychology boca raton	2	30	0	N/A	12	0	1	<a href="https://carolinaeraeburn.com/locations/boca-raton-fl/">https://carolinaeraeburn.com/locations/boca-raton-fl/</a> ▾ 1 more	📈 ▾	SERP ▾
<input type="checkbox"/> + types of boundaries in relationships	1	250	46	0.04	12	0	7	<a href="https://carolinaeraeburn.com/5-types-of-healthy-boundaries-and-how-to-set-them/">https://carolinaeraeburn.com/5-types-of-healthy-boundaries-and-how-to-set-them/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + therapist for actors	2	30	1	4.80	10	0	1	<a href="https://carolinaeraeburn.com/actor-celebrity-therapy-and-coach/">https://carolinaeraeburn.com/actor-celebrity-therapy-and-coach/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + celebrity psychologist	2	80	6	10.61	9	0	3	<a href="https://carolinaeraeburn.com/celebrity-therapist/">https://carolinaeraeburn.com/celebrity-therapist/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + therapist for celebrities	1	70	0	2.38	9	0	3	<a href="https://carolinaeraeburn.com/celebrity-therapist/">https://carolinaeraeburn.com/celebrity-therapist/</a> ▾	📈 ▾	SERP ▾
<input type="checkbox"/> + wealth psychologist	3	70	11	1.25	8	0	3	<a href="https://carolinaeraeburn.com/what-is-a-wealth-psychologist/">https://carolinaeraeburn.com/what-is-a-wealth-psychologist/</a> ▾	📈 ▾	SERP ▾

# Performance





# Industry: Real Estate



Sunny Homes is an established, locally recognized construction business in the ACT. Since launching operations full time in 2016, they have built over 100 high-quality homes for their satisfied and happy clients. Here you can get Trusted Builders in Canberra and ACT. Sunny Homes aims to promote their services through search engines and when they approached, they asked us to drive more visitors and increase website traffic and to beat their competitors (Achieve Homes).

- ✓ Website optimization
- ✓ Link Building
- ✓ Check H1-H7 Tag
- ✓ Implementation of Metas
- 📍 73 Robin Boyd Cres, Taylor ACT 2913, Australia
- 🔗 <https://sunnyhomes.com.au>

## Challenges

- ✓ Increase Local Organic Traffic
- ✓ Long-Term Marketing Strategy
- ✓ Boost website traffic
- ✓ Improve Keyword Ranking
- ✓ Improve Click-through Rates

## Strategies

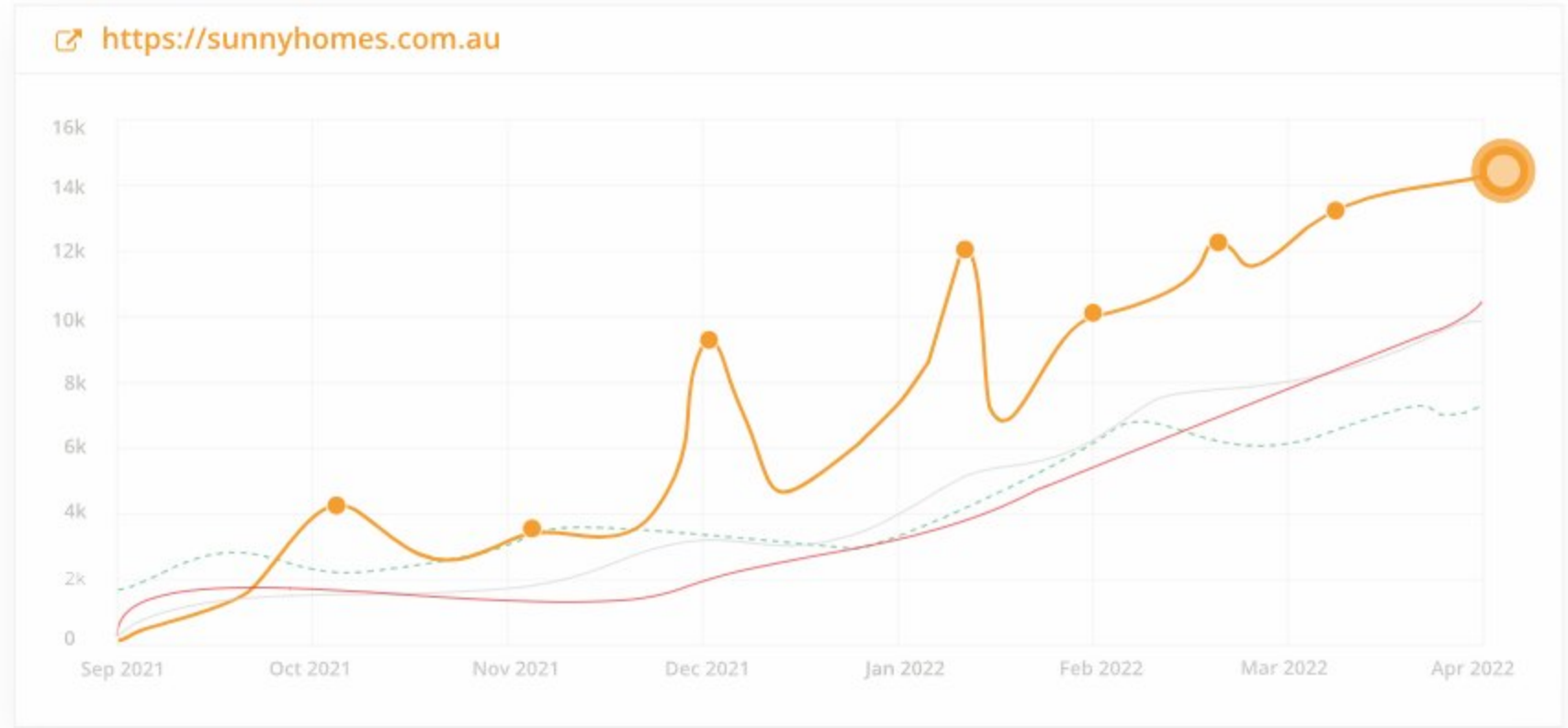
- ✓ Create a consistent blogging schedule
- ✓ Create Engaging high-quality content
- ✓ Improve User Experience
- ✓ Optimize website for search intent



# Results



- ✓ Rank high locally based on keywords in Meta tags and website content.
- ✓ More traffic from local visitors.
- ✓ Today, Sunny Homes ranked higher when the user searches for the best home builders in ACT.



Increased traffic  
**10.61%**

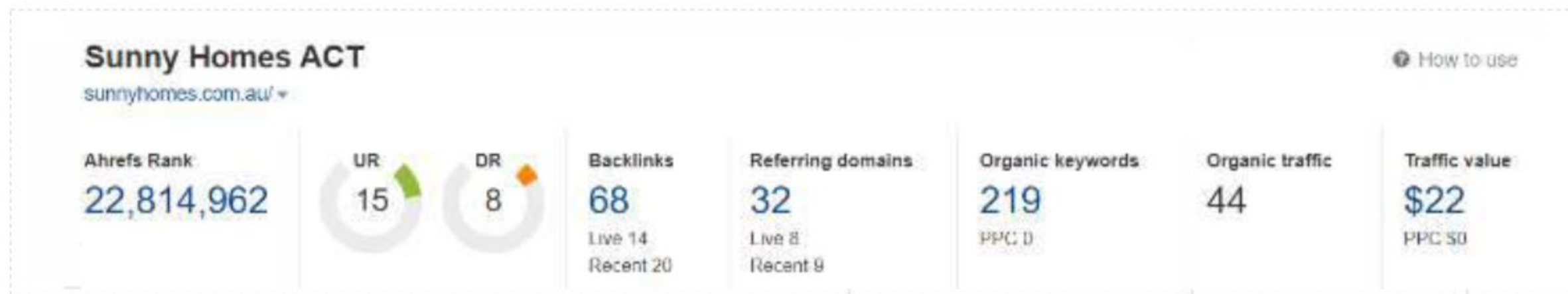
Increased Local clients  
**67%**

Increased backlinks  
**21.05%**

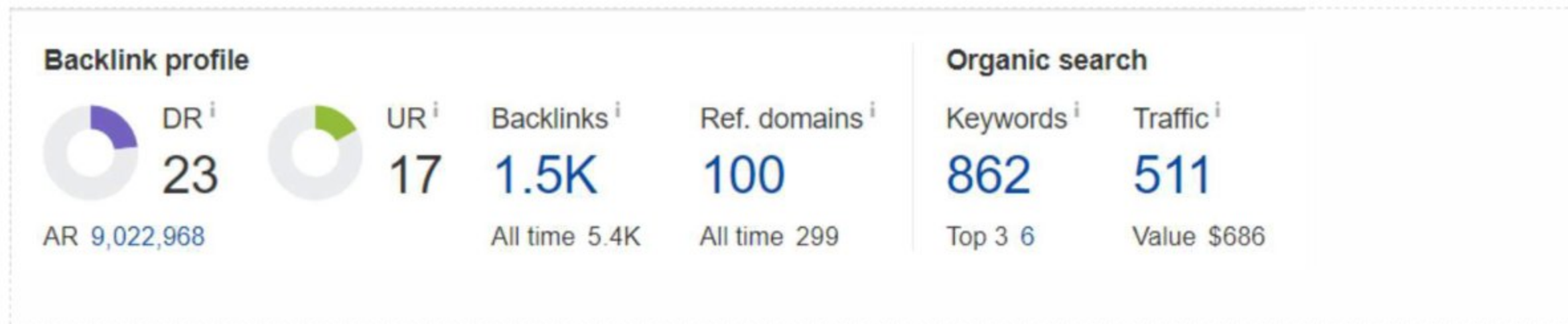
Increased Visibility  
**76%**

# Analyze a website's links

## Before



## After



# Keyword Ranking

google.com.au/search?q=Award+Winning+builders%0D%0A&sca\_esv=588668658&ei=PotxZaD

Award Winning builders

Keyword difficulty: 65.82% (for google.com.au database) — View full report for this keyword

2. Sunny Homes  
https://sunnyhomes.com.au › awards

2. Award Winning Builders Canberra, ACT

L: 65 LD: 4.56K I: 554 whois source Rank: 8.06M

Sunny Homes has become one of the most trusted names in the home building industry in Canberra and the most **Award Winning builders** in Canberra, ACT.

google.com.au/search?q=Award+winning+builders+Canberra

Award winning builders Canberra

Keyword difficulty: .. (for google.com.au database) — View full report for this keyword

Sunny Homes  
https://sunnyhomes.com.au › awards

2. Award Winning Builders Canberra, ACT

2. L: 65 LD: 4.56K I: 554 whois source Rank: 8.06M

Sunny Homes has become one of the most trusted names in the home building industry in Canberra and the most **Award Winning builders** in Canberra, ACT.

google.com.au/search?q=luxury+home+builders+canberra%0D%0A%0D%0A%0D%0A&sca\_esv=588668658&ei=PotxZaD

luxury home builders canberra

Keyword difficulty: 45.02% (for google.com.au database) — View full report for this keyword

Sunny Homes  
https://sunnyhomes.com.au

5. Sunny Homes: Best Custom Home Builders Canberra

L: 4.33K LD: 4.56K I: 554 whois source Rank: 8.06M

1. Sunny Homes has established itself as a trusted, reliable and reputed **home builder** in **Canberra**. We have been in the **home building** industry since 2012 and after ...

google.com.au/search?q=custom+home+builders+canberra%0D%0A&sca\_esv=588668658&ei=PotxZaD

custom home builders canberra

Keyword difficulty: 58.11% (for google.com.au database) — View full report for this keyword

Sunny Homes  
https://sunnyhomes.com.au

7. Sunny Homes: Best Custom Home Builders Canberra

L: 4.33K LD: 4.56K I: 554 whois source Rank: 8.06M

Sunny Homes has established itself as a trusted, reliable and reputed **home builder** in **Canberra**. We have been in the **home building** industry since 2012 and after ...

# Organic Keyword Ranking

779 keywords

7 Dec 2023

Don't compare

Filters

Columns

API

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL		Upd
<input type="checkbox"/> + canberra builders	2	700	2	2.25	77	0	7	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a>	SERP	2 d
<input type="checkbox"/> + sunny homes	3	200	0	1.18	71	0	1	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a> 4 more	SERP	5 d
<input type="checkbox"/> + house and land packages canberra		350	4	0.87	33	0	6	<a href="https://sunnyhomes.com.au/product-category/house-and/">https://sunnyhomes.com.au/product-category/house-and/</a> 1 more	SERP	4 d
<input type="checkbox"/> + canberra home builders	2	250	24	1.63	29	0	4	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a> 1 more	SERP	5 d
<input type="checkbox"/> + home builders canberra	2	300	22	1.63	26	0	5	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a> 1 more	SERP	3 d
<input type="checkbox"/> + builders canberra	1	700	8	2.25	19	0	8	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a>	SERP	7 d
<input type="checkbox"/> + builder canberra	2	150	7	2.25	16	0	5	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a>	SERP	13 d
<input type="checkbox"/> + display homes canberra	4	350	0	0.80	14	0	8	<a href="https://sunnyhomes.com.au/display-home/">https://sunnyhomes.com.au/display-home/</a>	SERP	16 d
<input type="checkbox"/> + canberra house builders	3	100	27	1.48	11	0	3	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a> 1 more	SERP	21 d
<input type="checkbox"/> + custom home builders canberra	4	60	26	1.65	11	0	3	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a> 1 more	SERP	5 d
<input type="checkbox"/> + house builders canberra	2	100	21	1.48	10	0	5	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a> 1 more	SERP	2 d
<input type="checkbox"/> + builders in canberra	2	150	2	2.25	8	0	7	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a>	SERP	11 d
<input type="checkbox"/> + new home builders canberra	3	90	17	1.13	7	0	5	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a> 1 more	SERP	15 d
<input type="checkbox"/> + single storey house canberra""	2	60	8	N/A	6	0	5	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a> 2 more	SERP	12 d
<input type="checkbox"/> + home builders canberra""	4	60	24	N/A	6	0	5	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a> 1 more	SERP	8 N
<input type="checkbox"/> + custom builders canberra	2	40	21	2.33	6	0	3	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a>	SERP	22 d
<input type="checkbox"/> + home builder canberra	2	60	24	1.63	6	0	5	<a href="https://sunnyhomes.com.au/">https://sunnyhomes.com.au/</a>	SERP	8 d

# Performance



# Industry: Beauty & Wellness +



First of its kind in Central New Jersey in the area of East Brunswick – Anara MedSpa was founded 14 years ago, with the vision of offering advanced state of the art aesthetic services in a safe and comfortable environment, complemented by aesthetic day spa services, under one roof. We were hired by Anara Medspa Cosmetic & Laser center to perform SEO Services. By creating and optimizing appealing, shareable content and reaching out to targeted audiences in the beauty industry.

- ✓ Keyword analysis
- ✓ Image Optimization
- ✓ Installation of Search console and google analytics
- ✓ Create XML Sitemap & Robots.txt
- 📍 9 Auer Court Suite, EAST BRUNSWICK NJ
- 🌐 <https://anaramedspa.com/>

## Challenges

- ✓ Increase Local Organic Traffic
- ✓ Brand awareness
- ✓ Increased Engagement & Conversions
- ✓ Effective Marketing strategies for a longer period

## Strategies

- ✓ Build High-Quality links with SEO Goals
- ✓ Execute a Competitor Analysis to improve website health
- ✓ Alignment Of content with search intent
- ✓ Improve User Experience with a website SEO audit



# Results



- ✓ Rank high locally based on keywords in Meta tags and website content.
- ✓ More traffic from local visitors.
- ✓ We were able to increase audience through Google My Business via call, message and Website visit.



Increased traffic  
**0.61%**

Increased Local clients  
**53%**

Increased backlinks  
**16.18%**

Increased Visibility  
**88%**



# Analyze a website's links

## Before



## After



# Keyword Ranking

google.com/search?q=hydradermabrasion+treatment+nj%0D%0A&sca\_esv=588668658&ei=24xx...

hydradermabrasion treatment nj

Keyword difficulty: 45.50% (for google.com database) — View full report for this keyword

hydrate, & heal skin to improve wrinkles, blemishes, & more.

Anara MedSpa  
https://anamedspa.com › hydradermabrasion-hydro-...

7. 2. Hydradermabrasion Treatment In NJ | Hydrofacial Skin ...

L: 7 LD: 1.05M I: 50 whois source Rank: 1.44M

Mar 1, 2022 — Hydradermabrasion treatment in NJ involves deep cleansing, exfoliating, extraction, chemical peel, and infusion of serums to provide an ...

google.com/search?q=ipl+photofacial+nj%0D%0A&sca\_esv=588668658&ei=rY5xZduaDdmdsel

ipl photofacial nj

Keyword difficulty: ., (for google.com database) — View full report for this keyword

At CANJ Aesthetics in Oakland, New Jersey, the skin care team helps you prepare for an II

2. photofacial and designs a treatment plan, including several sessions.

Anara MedSpa  
https://anamedspa.com › ipl-photofacial

4. IPL Photofacial NJ

L: wait... LD: 1.05M I: 50 whois source Rank: 1.44M

Jan 11, 2023 — With this procedure we can decrease the redness of rosacea, decrease the broken capillaries, and eliminate browns spot from ultraviolet induced ...

google.com/search?q=acne+treatment+nj%0D%0A&sca\_esv=588668658&ei=3Y5xZa...

acne treatment nj

Keyword difficulty: 59.58% (for google.com database) — View full report for this keyword

Anara MedSpa  
https://anamedspa.com › acne-treatment

5. 5. Acne Treatment New Jersey | Anamedspa

L: wait... LD: 1.05M I: 50 whois source Rank: 1.44M

May 7, 2013 — In NJ, Anamedspa provide the effective acne treatment to cur acne breakouts after evaluating each patient and minimizing the need ...

google.com/search?q=best+laser+hair+removal+in+new+jersey%0D%0A&sca\_esv=588668658&ei=...

best laser hair removal in new jersey

Keyword difficulty: 65.02% (for google.com database) — View full report for this keyword

Anara MedSpa  
https://anamedspa.com › ... › Vi DERMTM

10. 4. Best Laser Hair Removal in New Jersey | Anara MedSpa NJ

L: 10.5K LD: 1.05M I: 50 whois source Rank: 1.44M

Providing the best laser hair removal and cosmetic services to the people of New Jersey. Ram Chandra MD is certified from American Board of Laser ...

# Organic Keyword Ranking

Organic keywords [How to use](#)

Monthly volume ▼ United States ▼ Position ▼ Volume ▼ KD ▼ CPC ▼ Traffic ▼ SERP features ▼ Word count ▼ Keyword ▼ URL ▼

384 keywords

7 Dec 2023 ▼

Don't compare ▼

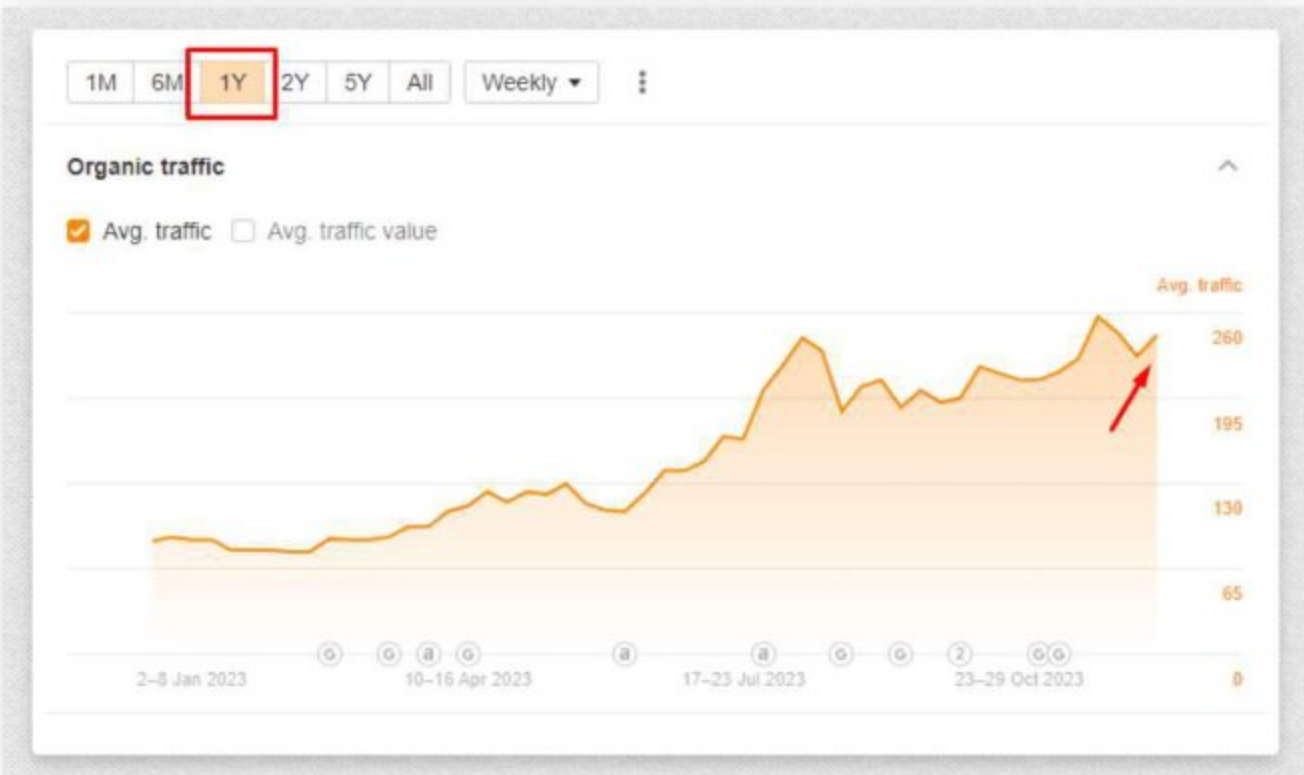
Filters ▼

Columns

API

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL		
<input type="checkbox"/> + anara med spa	1	150	10	2.15	61	0	1	<a href="https://anaramedspa.com/">https://anaramedspa.com/</a> ▼ 4 more		SERP ▼
<input type="checkbox"/> + anara	1	1.9K	14	0.72	51	0	4	<a href="https://anaramedspa.com/">https://anaramedspa.com/</a> ▼		SERP ▼
<input type="checkbox"/> + anara spa		900	3	0.38	27	0	8	<a href="https://anaramedspa.com/">https://anaramedspa.com/</a> ▼		SERP ▼
<input type="checkbox"/> + anara medspa	2	50	4	0.78	20	0	1	<a href="https://anaramedspa.com/">https://anaramedspa.com/</a> ▼ 6 more		SERP ▼
<input type="checkbox"/> + anara medicine	1	100	0	N/A	9	0	4	<a href="https://anaramedspa.com/">https://anaramedspa.com/</a> ▼		SERP ▼
<input type="checkbox"/> + best laser hair removal in nj	2	90	2	5.76	6	0	7	<a href="https://anaramedspa.com/">https://anaramedspa.com/</a> ▼		SERP ▼
<input type="checkbox"/> + dr.ram chandra	2	40	0	N/A	6	0	4	<a href="https://anaramedspa.com/about-us/meet-the-staff/">https://anaramedspa.com/about-us/meet-the-staff/</a> ▼		SERP ▼
<input type="checkbox"/> + dr ram chandra	2	60	0	N/A	6	0	5	<a href="https://anaramedspa.com/about-us/meet-the-staff/">https://anaramedspa.com/about-us/meet-the-staff/</a> ▼ 1 more		SERP ▼
<input type="checkbox"/> + anara medspa & cosmetic laser center llc	2	30	0	4.57	5	0	1	<a href="https://anaramedspa.com/">https://anaramedspa.com/</a> ▼ 5 more		SERP ▼
<input type="checkbox"/> + laser hair removal east brunswick	5	40	5	4.09	4	0	7	<a href="https://anaramedspa.com/">https://anaramedspa.com/</a> ▼ 1 more		SERP ▼
<input type="checkbox"/> + best laser hair removal nj	5	100	2	5.76	4	0	10	<a href="https://anaramedspa.com/">https://anaramedspa.com/</a> ▼		SERP ▼
<input type="checkbox"/> + anara spa menu		50	1	N/A	3	0	6	<a href="https://anaramedspa.com/services/">https://anaramedspa.com/services/</a> ▼		SERP ▼
<input type="checkbox"/> + botox in a bottle	4	3.5K	5	2.46	3	0	25	<a href="https://anaramedspa.com/botox-in-a-bottle-skinmedic-as-tns-advanced/">https://anaramedspa.com/botox-in-a-bottle-skinmedic-as-tns-advanced/</a> ▼		SERP ▼

# Performance



# Industry: Crypto Currency



TopCoins is the most trusted source of top crypto news in Australia and around the world. They offer all their readers with articles on everything from altcoins to initial coin offerings, market updates, and breaking cryptocurrency news. Cryptocurrency is the future, and their objective is to help everyone make the perfect cryptocurrency choices. TopCoins is an Easy-to-use platform, live charting tools, best crypto experience for crypto enthusiasts of all levels. Your Go-To solution for Cryptocurrency Prices & News in Australia.

- ✓ Keyword Stuffing
- ✓ Maintaining Social media
- ✓ (H1-H7)Headers optimization
- ✓ Website speed optimization
- 📍 Alexandria NSW 2015 Australia
- 🔗 <https://thetopcoins.com>

## Challenges

- ✓ Organic Website Traffic
- ✓ Search Visibility
- ✓ Improve brand trust
- ✓ Content Gap

## Strategies

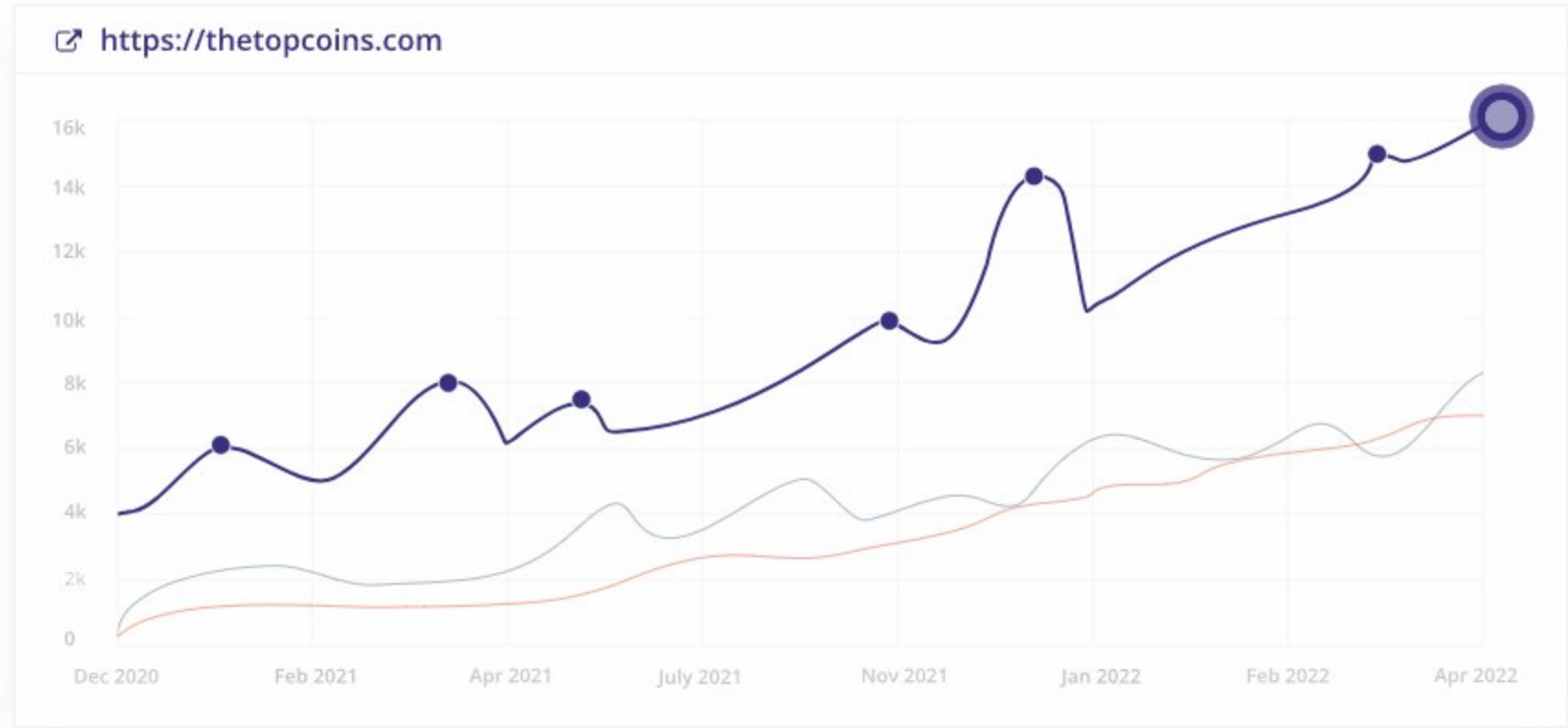
- ✓ Find long-tail keywords and define cluster content
- ✓ Analyzing Competitor's SEO strategies
- ✓ Execute broken link and resource link building
- ✓ Find and fix technical SEO Issues



# Results



- ✓ The final solution we implemented is a highly-performing, easy-to-use, and feature-rich website.
- ✓ Allows users to reach websites with high ranking keywords.
- ✓ We built an SEO optimized website for the client successfully within the given time frame.



**Increased traffic**  
**717%**

**Increased backlinks**  
**105%**

**Increased Visibility**  
**7%**

# Analyze a website's links

## Before



## After



# Keyword Ranking

zcash vs bitcoin

Keyword difficulty: . . . (for google.com.au database) — View full report for this keyword

worth over \$5,000 within the first days of its launch, 51 months.  
What Is Zcash? · Bitcoin vs Zcash: Similarities... · The Brief History Of Zcash

The Top Coins  
https://thetopcoins.com › blog › zcash-vs-bitcoin-how... ⋮

7. Zcash vs Bitcoin: How Does These Two Cryptocurrencies ...

L: wait... LD: 8.15K I: 614 whois </> source Rank: 5.54M

12 Aug 2021 — Zcash transactions are different from other Bitcoin forks such as Lite currency and Bitcoin Cash, as the Zcash blockchain promotes private ...

google.com.au/search?q=litecoin+fork&sca\_esv=588686839&ei=LZNxZZ26C5mA2roPqrax2Ag&ved

litecoin fork

Keyword difficulty: 67.79% (for google.com.au database) — View full report for this keyword

The Top Coins  
https://thetopcoins.com › blog › litecoin-forks-their-or... ⋮

2. Litecoin Forks: Their Origins And Reasons For Splitting Away

L: 2 LD: 8.15K I: 614 whois </> source Rank: 5.54M

27 July 2021 — The Litecoin Cash fork occurred in 2018 and is the latest network to split from the original Litecoin blockchain. While it was met with massive ...



# Performance



# Organic Keyword Ranking

## Organic keywords How to use

Monthly volume United States Position Volume KD CPC Traffic SERP features Word count Keyword URL

1,854 keywords 7 Dec 2023 Don't compare Filters Columns API Export

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
<input type="checkbox"/> + uyana c store	1	90	0	N/A	11	0	3	<a href="https://thetopcoins.com/btc-atm/us-uyana-c-store-25254">https://thetopcoins.com/btc-atm/us-uyana-c-store-25254</a>	<span>~</span> SERP 20 Nov 20
<input type="checkbox"/> + toopcoins		90	0	N/A	8	0	4	<a href="https://thetopcoins.com/blog/6-cryptocurrency-scams-and-how-avoid-them">https://thetopcoins.com/blog/6-cryptocurrency-scams-and-how-avoid-them</a>	<span>~</span> SERP 13 d ago
<input type="checkbox"/> + how to store ethereum offline	2	10	3	N/A	4	0	1	<a href="https://thetopcoins.com/blog/how-store-ethereum-offline">https://thetopcoins.com/blog/how-store-ethereum-offline</a>	<span>~</span> SERP 11 d ago
<input type="checkbox"/> + bodega greeley	1	150	0	N/A	4	0	9	<a href="https://thetopcoins.com/btc-atm/us-the-bodega-25191">https://thetopcoins.com/btc-atm/us-the-bodega-25191</a>	<span>~</span> SERP 21 Nov 20
<input type="checkbox"/> + brady mart smartphone and tablet repair	1	60	0	N/A	3	0	9	<a href="https://thetopcoins.com/btc-atm/us-brady-mart-liquor-grocery-smartphone-and-tablet-repair-24023">https://thetopcoins.com/btc-atm/us-brady-mart-liquor-grocery-smartphone-and-tablet-repair-24023</a>	<span>~</span> SERP 11 d ago
<input type="checkbox"/> + emc2 hard fork	2	150	0	N/A	3	0	14	<a href="https://thetopcoins.com/blog/litecoin-forks-their-origins-and-reasons-splitting-away">https://thetopcoins.com/blog/litecoin-forks-their-origins-and-reasons-splitting-away</a>	<span>~</span> SERP 13 d ago
<input type="checkbox"/> + safest bitcoin wallet 2016	3	40	20	3.55	3	0	6	<a href="https://thetopcoins.com/blog/safest-bitcoin-wallets">https://thetopcoins.com/blog/safest-bitcoin-wallets</a>	<span>~</span> SERP 18 Nov 20
<input type="checkbox"/> + litecoin cash hard fork	2	30	7	N/A	2	0	5	<a href="https://thetopcoins.com/blog/litecoin-forks-their-origins-and-reasons-splitting-away">https://thetopcoins.com/blog/litecoin-forks-their-origins-and-reasons-splitting-away</a>	<span>~</span> SERP 2 d ago
<input type="checkbox"/> + menino market	2	100	0	N/A	2	0	11	<a href="https://thetopcoins.com/btc-atm/us-menino-s-market-llc-24648">https://thetopcoins.com/btc-atm/us-menino-s-market-llc-24648</a>	<span>~</span> SERP 12 d ago
<input type="checkbox"/> + ethereum fork 2017	3	40	37	N/A	2	0	8	<a href="https://thetopcoins.com/blog/ethereum-forks-history-and-development">https://thetopcoins.com/blog/ethereum-forks-history-and-development</a>	<span>~</span> SERP 8 d ago

# Industry: Dental



Tower Dental Conveniently located on the corner of Burke and Whitehorse Roads providing quality dental services in Balwyn and its neighboring suburbs of Box Hill, Kew, Hawthorn, Camberwell and Surrey Hills for more than 18 years. Their dentists use only quality materials and the advanced techniques to offer patients with the highest quality of comprehensive care. They provide an inviting and relaxed atmosphere that will ensure your visit is as convenient as possible. They have a team dedicated to encouraging and developing complete dental care and oral health for patients of all ages.

- ✓ Title tags optimization
- ✓ Implementation Of Interlinking
- ✓ Target Keyword Optimization
- ✓ Compelling Metas implementation
- 📍 Balwyn, Vic
- 🔗 <https://www.towerdental.com.au>

## Challenges

- ✓ Improve Local Organic Traffic
- ✓ Generate quality leads
- ✓ Encouraging social media
- ✓ Improve page loading speed

## Strategies

- ✓ Focus on User experience to improve the ranking
- ✓ Focus on building relevant links
- ✓ Pay attention to Google algorithm updates
- ✓ Focus on Creating citations and competitor analysis to boost local traffic

# Results



- ✓ We did SEO and SMM this unique Mobile Friendly website for Tower Dental within the deadline.
- ✓ We assisted Tower Dental in growing their practice to become a top rated and thriving dental office in Balwyn.
- ✓ We have increased the clinic's traffic immensely and it continues to grow monthly 10X.



**Increased traffic**  
**14.35%**

**Increased Local clients**  
**41%**

**Increased backlinks**  
**2.50%**

**Increased Visibility**  
**37%**

# Analyze a website's links

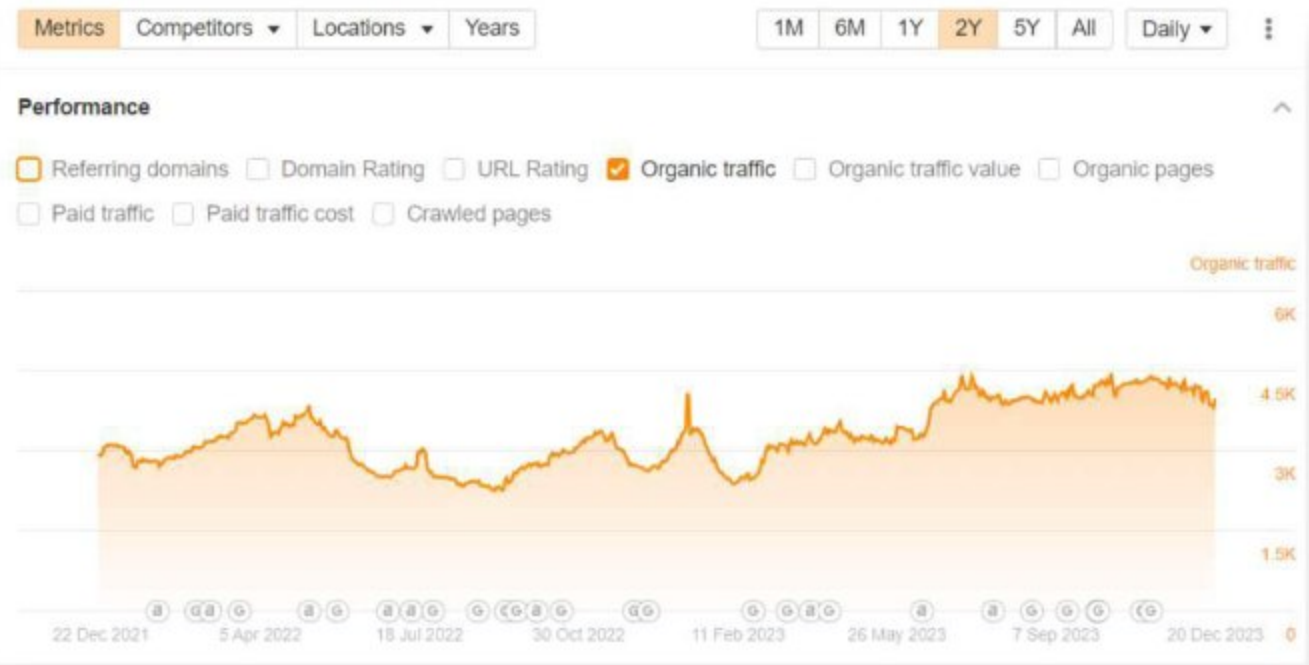
## Before



## After



# Performance



# Organic Keyword Ranking

1,491 keywords

7 Dec 2023

Don't compare

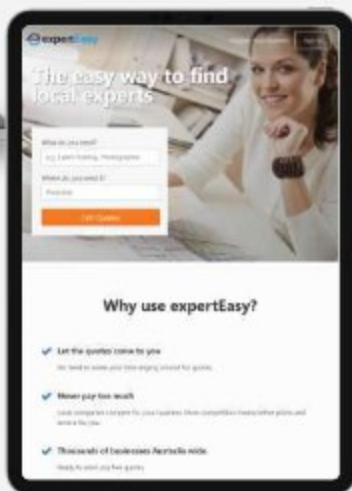
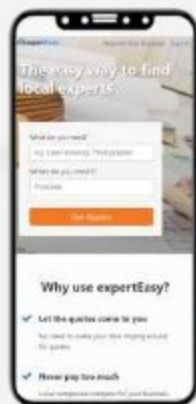
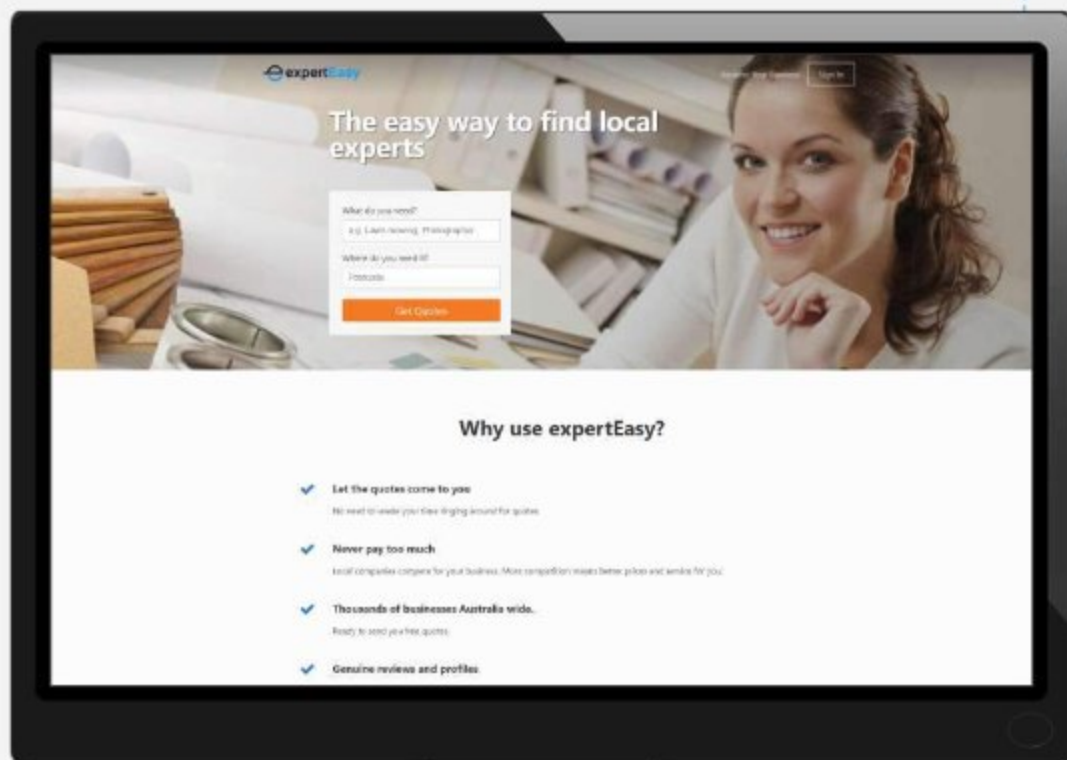
Filters

Columns

AP

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL		
<input type="checkbox"/> + dentist vs orthodontist	3	200	0	0.34	81	0	1	<a href="https://www.towerdental.com.au/blog/what-is-the-difference-between-an-orthodontist-and-a-dentist-170s45">https://www.towerdental.com.au/blog/what-is-the-difference-between-an-orthodontist-and-a-dentist-170s45</a>		SERP
<input type="checkbox"/> + types of dentures and cost	2	100	6	0.72	44	0	1	<a href="https://www.towerdental.com.au/blog/dentures-complete-guide-to-types-costs-benefits-170s93">https://www.towerdental.com.au/blog/dentures-complete-guide-to-types-costs-benefits-170s93</a> 1 more		SERP
<input type="checkbox"/> + celebrity veneers	2	250	17	1.96	43	0	1	<a href="https://www.towerdental.com.au/blog/20-celebrities-with-veneers-170s92">https://www.towerdental.com.au/blog/20-celebrities-with-veneers-170s92</a> 1 more		SERP
<input type="checkbox"/> + tower dental	3	100	2	1.98	42	0	1	<a href="https://www.towerdental.com.au/">https://www.towerdental.com.au/</a> 5 more		SERP
<input type="checkbox"/> + crowns vs veneers	2	500	5	1.54	40	0	5	<a href="https://www.towerdental.com.au/blog/veneers-vs.-crowns-which-one-is-right-for-you-170s53">https://www.towerdental.com.au/blog/veneers-vs.-crowns-which-one-is-right-for-you-170s53</a>		SERP
<input type="checkbox"/> + celebrities with veneers	2	80	13	1.96	30	0	1	<a href="https://www.towerdental.com.au/blog/20-celebrities-with-veneers-170s92">https://www.towerdental.com.au/blog/20-celebrities-with-veneers-170s92</a> 1 more		SERP
<input type="checkbox"/> + front teeth crowns vs veneers	4	300	2	1.42	26	0	4	<a href="https://www.towerdental.com.au/blog/veneers-vs.-crowns-which-one-is-right-for-you-170s53">https://www.towerdental.com.au/blog/veneers-vs.-crowns-which-one-is-right-for-you-170s53</a>		SERP
<input type="checkbox"/> + dentist balwyn	3	300	26	1.93	23	0	6	<a href="https://www.towerdental.com.au/">https://www.towerdental.com.au/</a> 1 more		SERP
<input type="checkbox"/> + crown vs veneer	3	250	5	1.54	22	0	4	<a href="https://www.towerdental.com.au/blog/veneers-vs.-crowns-which-one-is-right-for-you-170s53">https://www.towerdental.com.au/blog/veneers-vs.-crowns-which-one-is-right-for-you-170s53</a>		SERP
<input type="checkbox"/> + veneers vs crowns	4	350	5	1.54	21	0	6	<a href="https://www.towerdental.com.au/blog/veneers-vs.-crowns-which-one-is-right-for-you-170s53">https://www.towerdental.com.au/blog/veneers-vs.-crowns-which-one-is-right-for-you-170s53</a>		SERP
<input type="checkbox"/> + dentures price list	4	500	1	0.79	15	0	10	<a href="https://www.towerdental.com.au/blog/dentures-complete-guide-to-types-costs-benefits-170s93">https://www.towerdental.com.au/blog/dentures-complete-guide-to-types-costs-benefits-170s93</a>		SERP
<input type="checkbox"/> + crown vs veneer cost	5	40	4	1.27	15	0	1	<a href="https://www.towerdental.com.au/blog/veneers-vs.-crowns-which-one-is-right-for-you-170s53">https://www.towerdental.com.au/blog/veneers-vs.-crowns-which-one-is-right-for-you-170s53</a>		SERP

# Industry: Local Australian Directory



ExpertEasy is a new internet start-up that helps customers to reach service providers easily. ExpertEasy determines service requests with competitive quotes from experts to connect customers with the ideal service provider. ExpertEasy challenges the typical Yellow Pages model by creating an innovative online marketplace. This marketplace reduces the need for customers to search for tradies and tradies to search for customers. Customers can say goodbye to the days of writing down unlimited phone numbers to get quotes because now they can get three initial quotes with just a few mouse clicks. With ExpertEasy, all it takes is one stop to get any job done.

- ✓ Effective Mail Outreach
  - ✓ Target keyword stuffing
  - ✓ Content optimization
  - ✓ Compitor Research
- 📍 [support@experteasy.com.au](mailto:support@experteasy.com.au)
- 🌐 <https://www.experteasy.com.au>

## Challenges

- ✓ Provide high-quality content
- ✓ Appropriate Keyword usage
- ✓ Research High-quality links
- ✓ Boost Brand awareness

## Strategies

- ✓ Use Targeted Keywords in all the right places
- ✓ Focus on effective mail strategies for outreach
- ✓ Improve existing content and add missing topics or keywords
- ✓ Manage schedule for posting a Press releases and guest posts with quality content



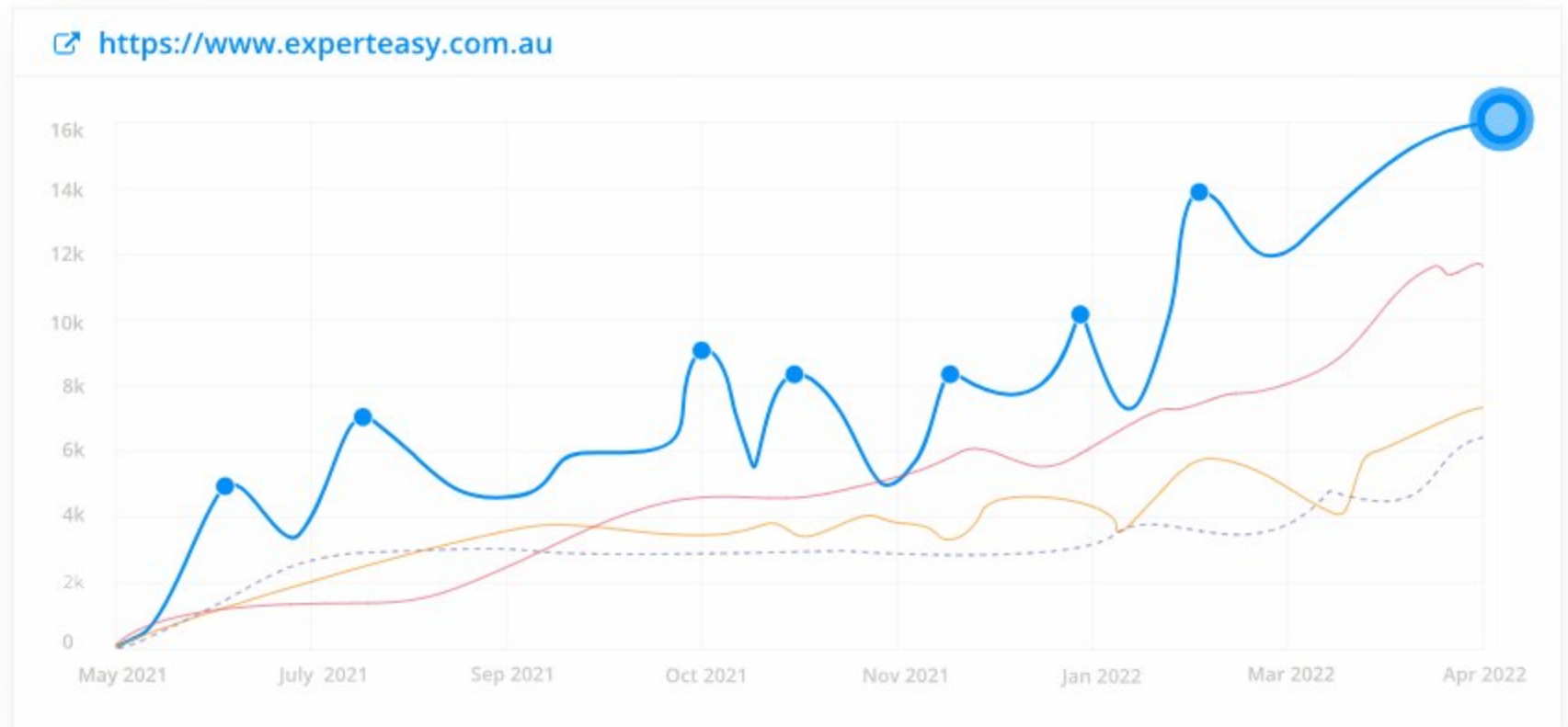


## Results



- ✓ The solution helped the ExpertEasy enhance the convenience of its services
- ✓ Broaden the number of clients as well as increase satisfaction of existing clients with mobile devices.
- ✓ Both simple and advanced search facilities were provided for the directory allowing users to search by keyword and filter by listing category.

<https://www.experteasy.com.au>



Increased traffic  
**5.13%**

Increased Local clients  
**30%**

Increased backlinks  
**0.27%**

Increased Visibility  
**29%**

# Analyze a website's links

## Before



## After



# Keyword Ranking

best pressure washer australia

Keyword difficulty: . . . (for google.com.au database) — View [full report](#) for this keyword

All Shopping Videos Images News More

About 17,400,000 results (0.39 seconds)

experteasy.com.au  
https://www.experteasy.com.au › blog › best-pressure-... 

### 1. 10 Best Pressure Washers in Australia (2023) - Expert Easy

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free Semrush account - [Connect](#)

L: 12 LD: 26.4K I: 2.17K whois </> source Rank: 6.34M

9 May 2023 — The WORX Hydroshot **pressure washer** is the **best** cordless portable washer

best whipper snipper

Keyword difficulty: . . . (for google.com.au database) — View [full report](#) for this keyword


you're using it around a decent sized garden it ...

79 answers · Top answer: I've had my Stihl FS85R brush cutter for over 17 years and it hasn't

Advice Needed for **Whipper snipper** : r/GardeningAustralia 26 Jan 2023

**Best whipper snipper/weed whacker** for up to \$300 USD? 13 June 2022

More results from [www.reddit.com](#)

experteasy.com.au  
https://www.experteasy.com.au › blog › best-whipper-... 

### 3. 10 Best Whipper Snippers in Australia (2023) - Expert Easy

L: 54 LD: 26.4K I: 2.17K whois </> source Rank: 6.34M

best office chair australia

Keyword difficulty: 84.82% (for google.com.au database) — View [full report](#) for this keyword


https://articles.com.au › Review Posts › Office business

### 3. 10 Best Ergonomic Office Chairs In Australia For 2023

L: 97 LD: 9.7K I: 512 whois </> source Rank: 341K

The ErgoTune Supreme has taken the #1 spot in my review of **Australia's best ergonomic office chairs** for 2023 – because it offers solid ergonomic chops and ...

★★★★★ Rating: 4.8 · 128 votes

experteasy.com.au  
https://www.experteasy.com.au › blog › best-office-ch... 

### 4. 17 Best Office Chairs In Australia [2023 Reviewed]

L: 0 LD: 26.4K I: 2.17K whois </> source Rank: 6.34M

12 Sept 2023 — **Top 17 Premium Office Chairs** for Aussies · 1. Ergotune Supreme V3 · 2. Herman Miller Aeron Chair · 3. SIHOO M57 · 4. Buro Tidal ...

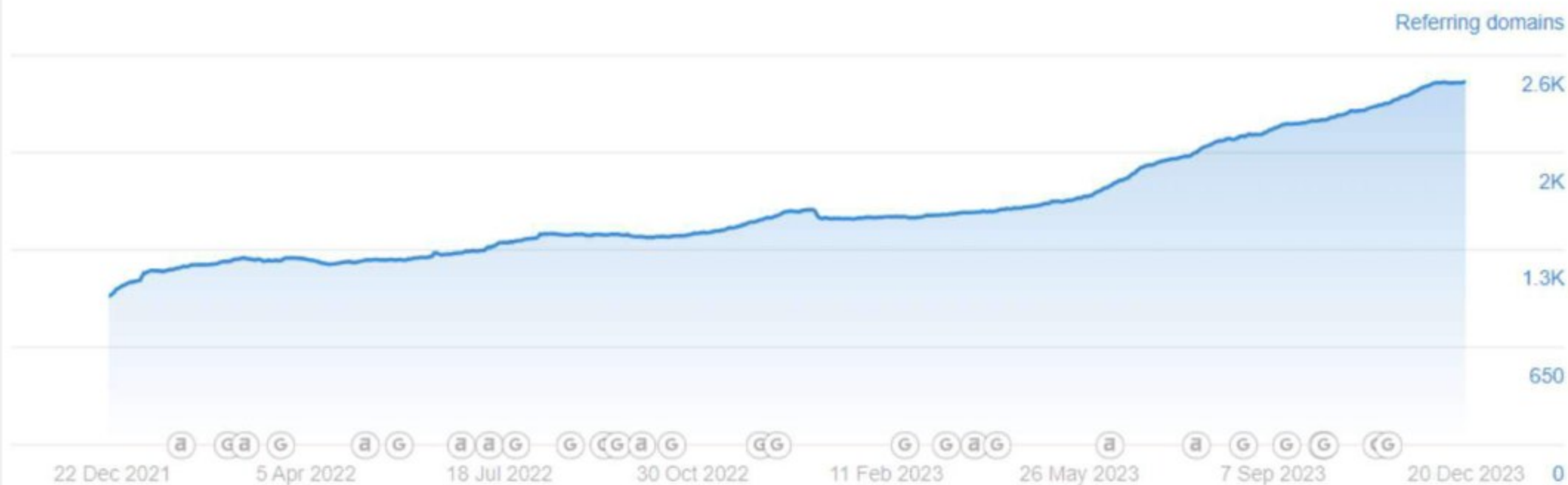
# Performance

Metrics Competitors ▾ Locations ▾ Years

1M 6M 1Y 2Y 5Y All Daily ▾ ⋮

## Performance

- Referring domains  Domain Rating  URL Rating  Organic traffic  Organic traffic value  Organic pages  
 Paid traffic  Paid traffic cost  Crawled pages



# Organic Keyword Ranking

Organic keywords [How to use](#)

Monthly volume  Australia  Position  Volume  KD  CPC  Traffic  SERP features  Word count  Keyword  URL

23,589 keywords  7 Dec 2023  Don't compare  Filters  Columns  API

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	
<input type="checkbox"/> + best stick vacuum australia	7	3.1K	12	0.28	354	0	4	<a href="https://www.experteasy.com.au/blog/best-stick-vacuums-australia/">https://www.experteasy.com.au/blog/best-stick-vacuums-australia/</a> <input type="text"/> 1 more	<input type="text"/> SERP <input type="text"/>
<input type="checkbox"/> + best ride on mower under \$3,000 australia	2	700	4	N/A	268	0	1	<a href="https://www.experteasy.com.au/blog/best-ride-on-lawn-mowers/">https://www.experteasy.com.au/blog/best-ride-on-lawn-mowers/</a> <input type="text"/>	<input type="text"/> SERP <input type="text"/>
<input type="checkbox"/> + best office chair australia	2	1.0K	15	1.20	144	0	4	<a href="https://www.experteasy.com.au/blog/best-office-chair-australia/">https://www.experteasy.com.au/blog/best-office-chair-australia/</a> <input type="text"/>	<input type="text"/> SERP <input type="text"/>
<input type="checkbox"/> + best swag	4	600	2	0.42	121	0	2	<a href="https://www.experteasy.com.au/blog/best-swags-australia/">https://www.experteasy.com.au/blog/best-swags-australia/</a> <input type="text"/>	<input type="text"/> SERP <input type="text"/>
<input type="checkbox"/> + best pressure washer australia	5	600	3	0.77	97	0	2	<a href="https://www.experteasy.com.au/blog/best-pressure-washers-australia/">https://www.experteasy.com.au/blog/best-pressure-washers-australia/</a> <input type="text"/> 1 more	<input type="text"/> SERP <input type="text"/>
<input type="checkbox"/> + best humidifier australia	3	1.2K	1	0.17	96	0	6	<a href="https://www.experteasy.com.au/blog/best-humidifiers-in-australia/">https://www.experteasy.com.au/blog/best-humidifiers-in-australia/</a> <input type="text"/>	<input type="text"/> SERP <input type="text"/>
<input type="checkbox"/> + best whipper snipper	4	600	7	0.35	88	0	2	<a href="https://www.experteasy.com.au/blog/best-whipper-snipers/">https://www.experteasy.com.au/blog/best-whipper-snipers/</a> <input type="text"/>	<input type="text"/> SERP <input type="text"/>
<input type="checkbox"/> + best pressure washer australia 2022	3	250	7	0.75	87	0	1	<a href="https://www.experteasy.com.au/blog/best-pressure-washers-australia/">https://www.experteasy.com.au/blog/best-pressure-washers-australia/</a> <input type="text"/>	<input type="text"/> SERP <input type="text"/>
<input type="checkbox"/> + best swag australia	2	600	3	0.43	87	0	2	<a href="https://www.experteasy.com.au/blog/best-swags-australia/">https://www.experteasy.com.au/blog/best-swags-australia/</a> <input type="text"/>	<input type="text"/> SERP <input type="text"/>
<input type="checkbox"/> + best air fryer australia	2	7.6K	7	0.04	81	0	15	<a href="https://www.experteasy.com.au/blog/best-air-fryers-in-australia/">https://www.experteasy.com.au/blog/best-air-fryers-in-australia/</a> <input type="text"/>	<input type="text"/> SERP <input type="text"/>

# Industry: Law Niche



Gordon Law Group is an award-winning Chicago law firm focusing on 3 core practice areas: tax resolution, business & advertising law, and cryptocurrency law. No matter your issue, you can count on our proven experience, our dedication to customer service, and our record of powerful results. The attorneys at Gordon Law Group are highly skilled at resolving complex tax and legal issues. Our team has squared off hundreds of times against the IRS, the FTC, state revenue boards, and corporate litigation opponents—so we know exactly what it takes to defeat your adversary.

- ✓ Analyze keyword strategy
- ✓ Interlinking optimization
- ✓ Chicago, IL , Northfield, IL
- ✓ Mobile optimization
- ✓ Multimedia optimization
- ✓ <https://gordonlawltd.com/>

## Challenges

- ✓ High-quality link building
- ✓ Improve Local Organic Traffic
- ✓ Maintain Keyword ranking
- ✓ Increased customer attribution

## Strategies

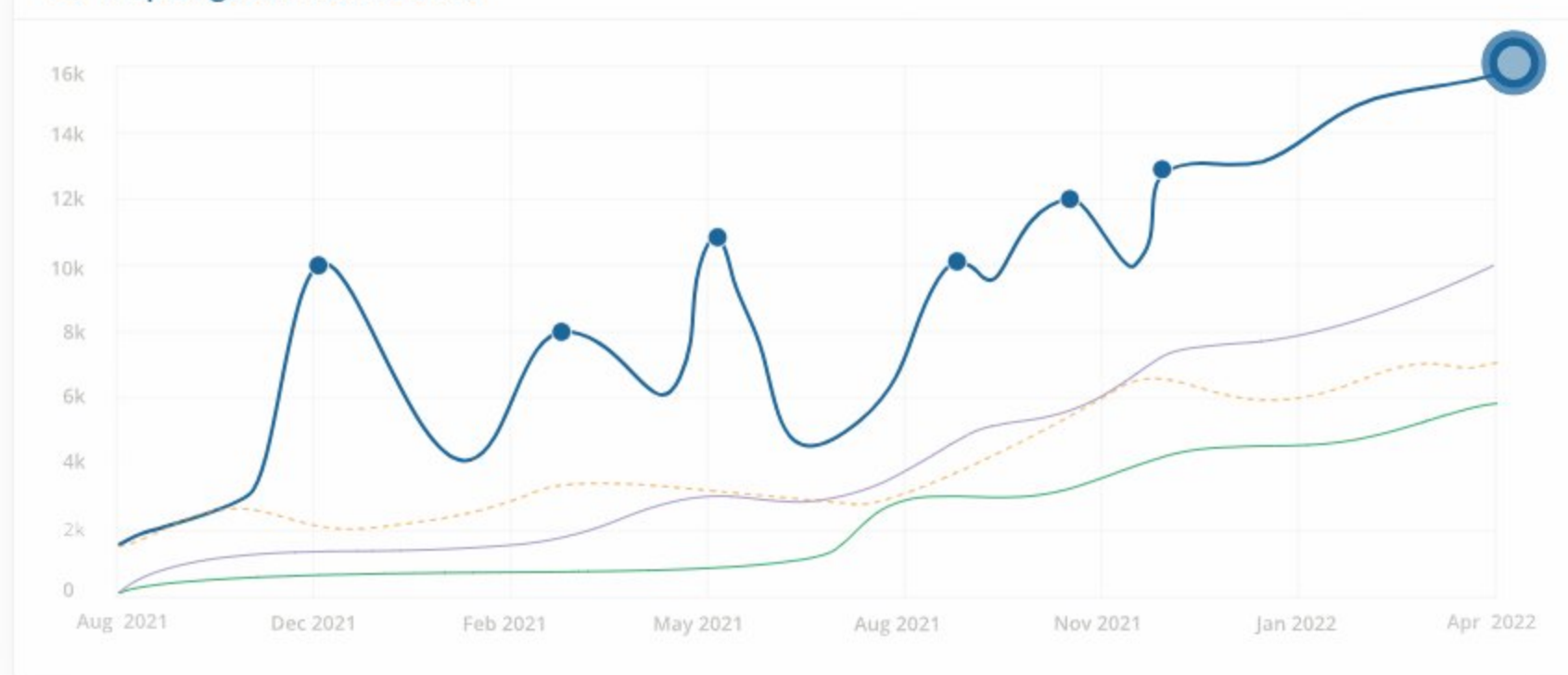
- ✓ Implement content optimization for targeted audience
- ✓ Repurpose and refresh old content to boost the ranking
- ✓ Manage and update social media with niche-based content
- ✓ Target local searchers with optimized landing pages and listings

# Results



- ✓ The fully optimized presence offers a professional, coherent digital experience for the firms' international clients.
- ✓ Our solution helps them in lead generation that increased significantly with the new website.
- ✓ Warm, clear presentation and core messages have translated into more qualified prospects that are easier to convert to clients.

<https://gordonlawltd.com/>



**Increased traffic**  
**89%**

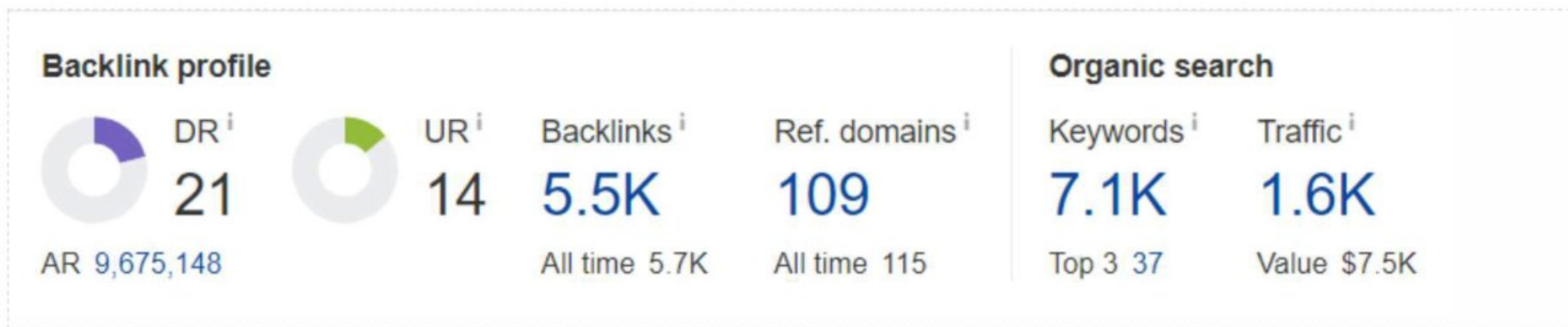
**Increased Local clients**  
**55%**

**Increased backlinks**  
**68%**

**Increased Visibility**  
**62%**

# Analyze a website's links

## Before



## After





# Performance

Metrics

Competitors ▾

Locations ▾

Years

1M

6M

1Y

2Y

5Y

All

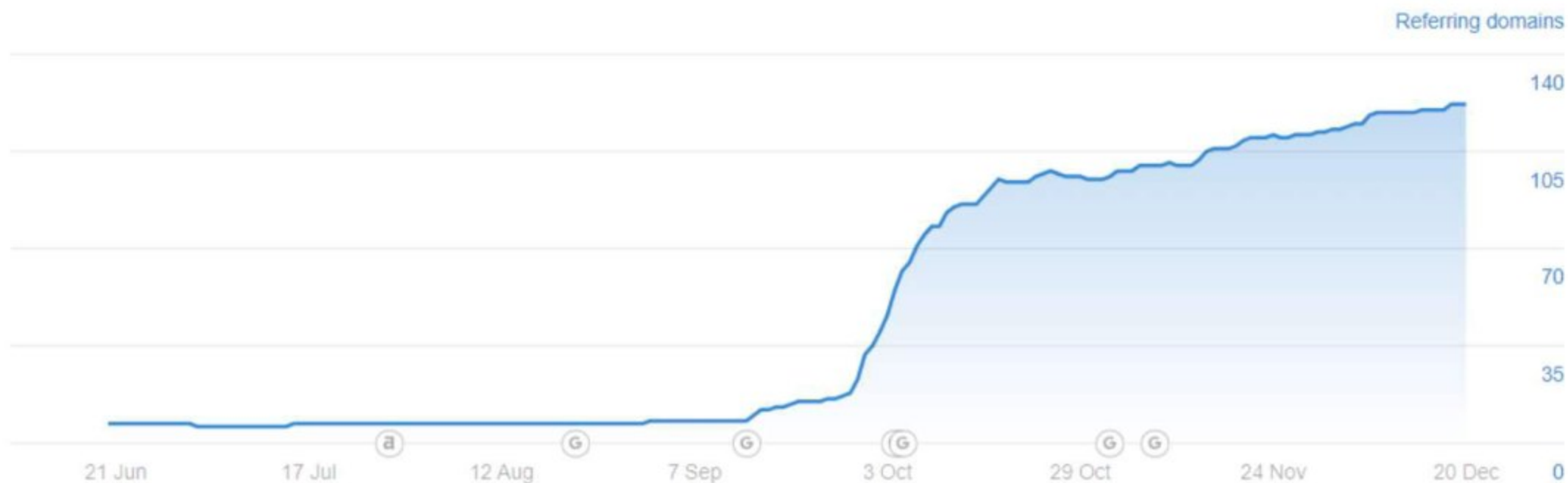
Daily ▾



## Performance



- Referring domains  Domain Rating  URL Rating  Organic traffic  Organic traffic value  Organic pages
- Paid traffic  Paid traffic cost  Crawled pages



# Organic Keyword Ranking

Organic keywords [How to use](#)

Monthly volume ▼ United States ▼ Position ▼ Volume ▼ KD ▼ CPC ▼ Traffic ▼ SERP features ▼ Word count ▼ Keyword ▼ URL ▼

6,915 keywords

7 Dec 2023 ▼

Don't compare ▼

Filters ▼

Columns

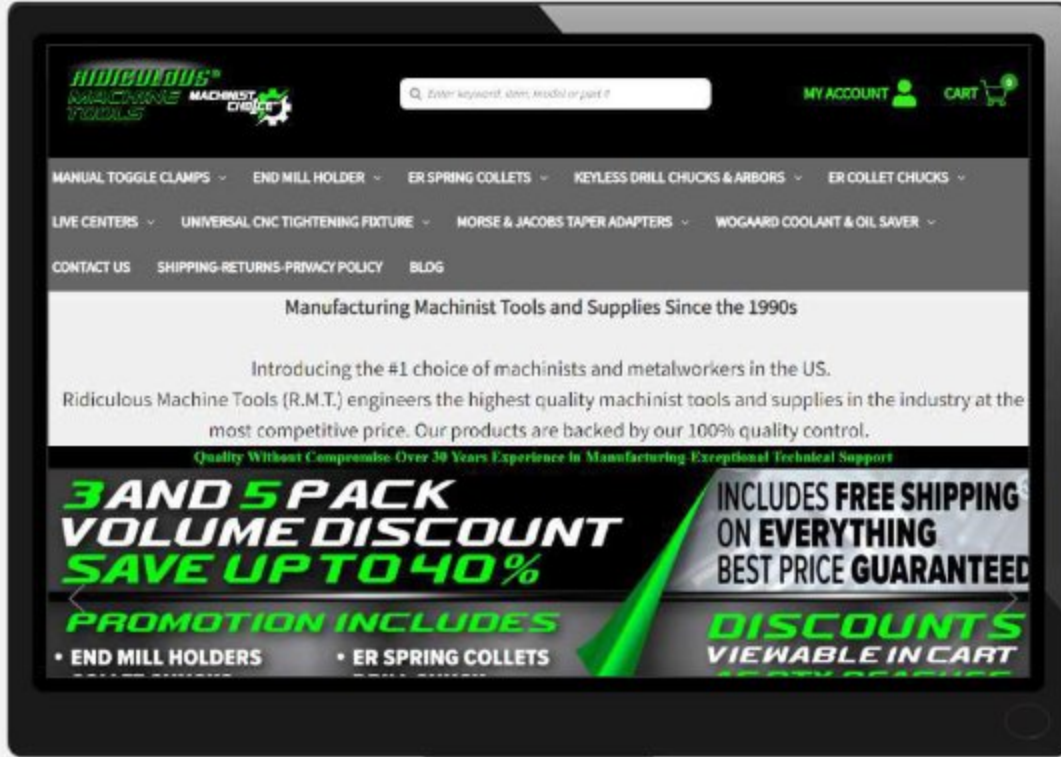
API

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL		
<input type="checkbox"/> + marketing lawyer	4	400	61	14.13	139	0	1	<a href="https://gordonlaw.com/marketing-advertising-law/">https://gordonlaw.com/marketing-advertising-law/</a> ▼	~ ▼	SERP ▼
<input type="checkbox"/> + gordon law group	4	500	43	1.03	132	0	1	<a href="https://gordonlaw.com/">https://gordonlaw.com/</a> ▼ 5 more	~ ▼	SERP ▼
<input type="checkbox"/> + marketing lawyers	6	500	49	14.13	47	0	4	<a href="https://gordonlaw.com/marketing-advertising-law/">https://gordonlaw.com/marketing-advertising-law/</a> ▼	~ ▼	SERP ▼
<input type="checkbox"/> + does kraken report to irs	3	150	16	3.29	46	0	1	<a href="https://gordonlaw.com/kraken-irs-user-information/">https://gordonlaw.com/kraken-irs-user-information/</a> ▼	~ ▼	SERP ▼
<input type="checkbox"/> + is converting one crypto to another a taxable event	2	80	48	N/A	28	0	1	<a href="https://gordonlaw.com/crypto-taxes-how-to-report/">https://gordonlaw.com/crypto-taxes-how-to-report/</a> ▼	~ ▼	SERP ▼
<input type="checkbox"/> + crypto tax lawyer	2	80	1	18.88	27	0	1	<a href="https://gordonlaw.com/cryptocurrency-tax-lawyer/">https://gordonlaw.com/cryptocurrency-tax-lawyer/</a> ▼	~ ▼	SERP ▼
<input type="checkbox"/> + ecommerce lawyer	1	250	1	4.30	27	0	3	<a href="https://gordonlaw.com/ecommerce-law/">https://gordonlaw.com/ecommerce-law/</a> ▼	~ ▼	SERP ▼
<input type="checkbox"/> + gordon law	3	400	40	1.25	27	0	3	<a href="https://gordonlaw.com/">https://gordonlaw.com/</a> ▼ 1 more	~ ▼	SERP ▼
<input type="checkbox"/> + business formation attorneys	5	250	0	4.96	26	0	4	<a href="https://gordonlaw.com/business-formation/">https://gordonlaw.com/business-formation/</a> ▼	~ ▼	SERP ▼
<input type="checkbox"/> + marketing attorney	4	100	34	17.64	23	0	1	<a href="https://gordonlaw.com/marketing-advertising-law/">https://gordonlaw.com/marketing-advertising-law/</a> ▼	~ ▼	SERP ▼
<input type="checkbox"/> + crypto tax attorney	2	60	1	18.05	23	0	1	<a href="https://gordonlaw.com/cryptocurrency-tax-lawyer/">https://gordonlaw.com/cryptocurrency-tax-lawyer/</a> ▼	~ ▼	SERP ▼
<input type="checkbox"/> + is swapping crypto taxable	3	60	8	N/A	22	0	1	<a href="https://gordonlaw.com/crypto-taxes-how-to-report/">https://gordonlaw.com/crypto-taxes-how-to-report/</a> ▼ 1 more	~ ▼	SERP ▼
<input type="checkbox"/> + fbar lawyer		150	2	2.84	18	0	3	<a href="https://gordonlaw.com/fbar-lawyer/">https://gordonlaw.com/fbar-lawyer/</a> ▼	~ ▼	SERP ▼

# Industry: Machinists



**RIDICULOUS™  
MACHINE  
TOOLS**



Introducing the #1 choice of machinists and metalworkers in the US.

Ridiculous Machine Tools (R.M.T.) engineers the highest quality machinist tools and supplies in the industry at the most competitive price. Our products are backed by our 100% quality control.

- ✓ Title tags optimization
- ✓ Implementation Of Interlinking
- ✓ Target Keyword Optimization
- ✓ Compelling Metas implementation

<https://ridiculousmachinetools.com/>

## Challenges

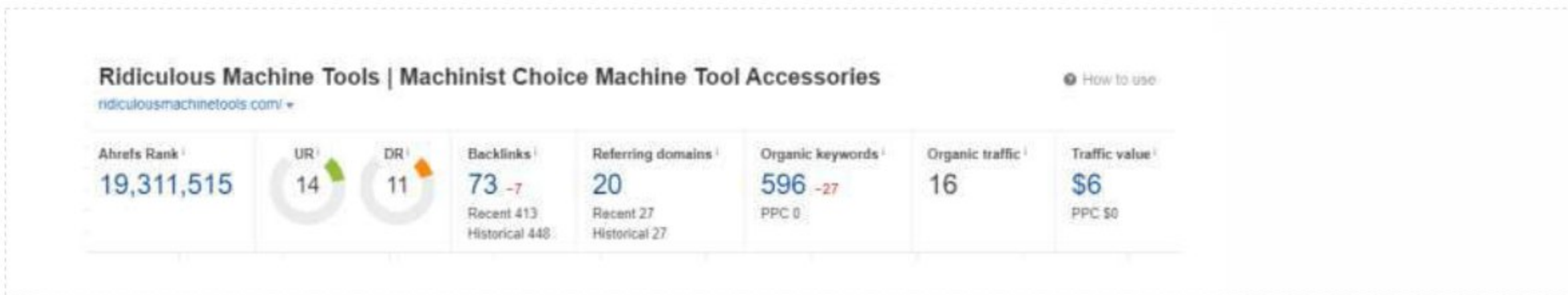
- ✓ Improve Local Organic Traffic
- ✓ Generate quality leads
- ✓ Encouraging social media
- ✓ Improve page loading speed

## Strategies

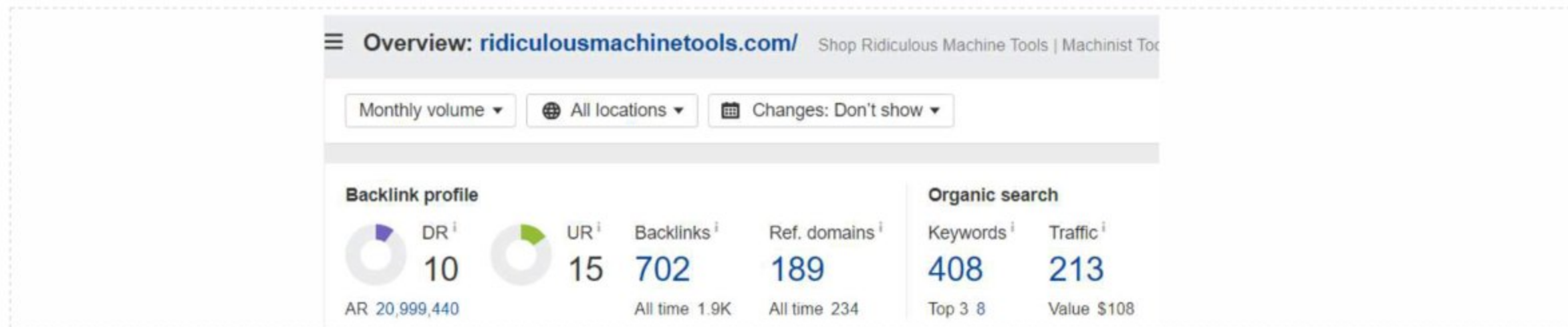
- ✓ Focus on User experience to improve the ranking
- ✓ Focus on building relevant links
- ✓ Pay attention to Google algorithm updates
- ✓ Focus on Creating citations and competitor analysis to boost local traffic

# Analyze a website's links

## Before



## After

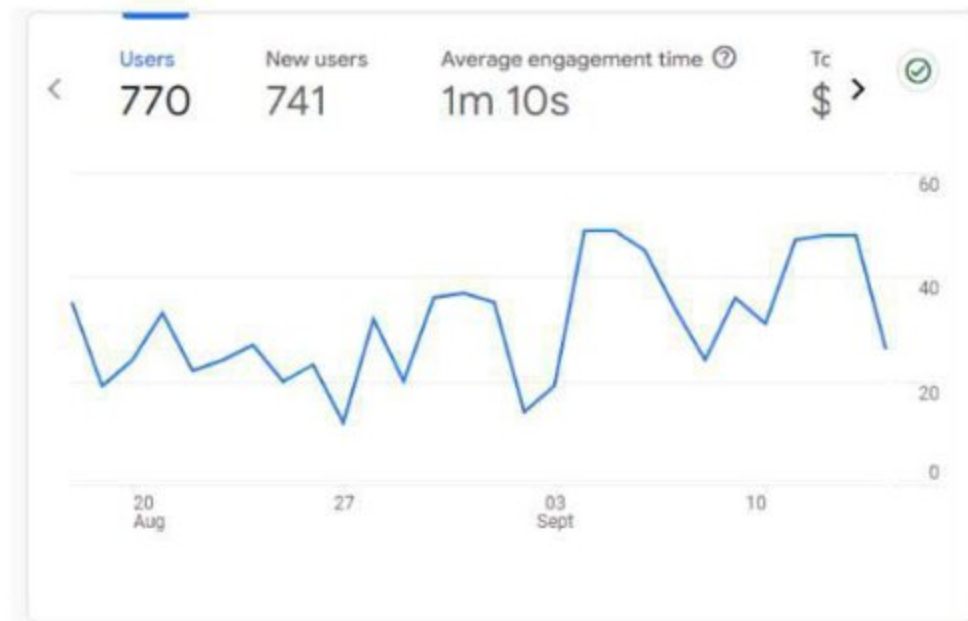


# Google Search Console

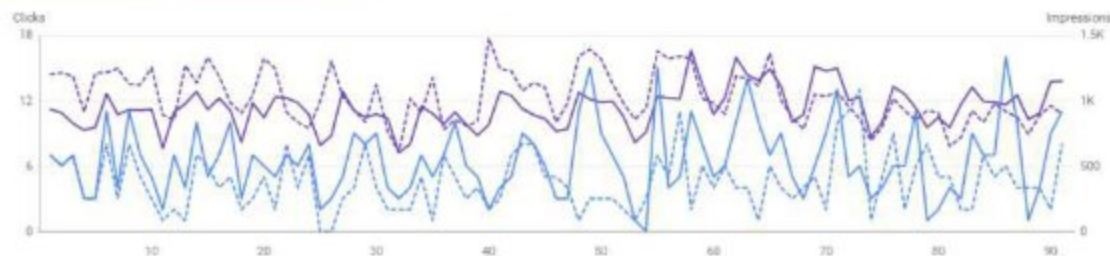
Traffic acquisition: Session default channel group 🔍 + Last 28 days 9 Nov - 6 Dec 2023 ⌵

Search... Rows per page: 10 1-7 of 7

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user
	1,403 100% of total	1,880 100% of total	1,501 100% of total	1m 06s Avg 0%	1.07 Avg 0%
1 Paid Search	430	504	419	1m 22s	0.97
2 Direct	296	493	359	1m 30s	1.21
3 Organic Social	281	353	305	30s	1.09
4 Organic Search	254	326	278	1m 01s	1.09
5 Referral	95	132	115	20s	1.21
6 Unassigned	82	84	12	40s	0.15
7 Organic Shopping	9	14	12	2m 10s	1.33



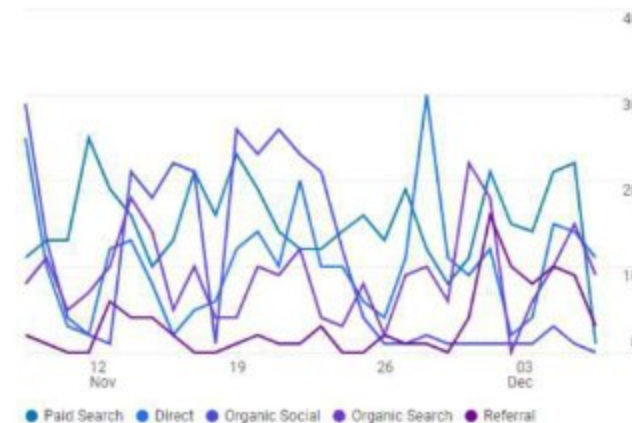
Total clicks: 591 (06/09/2023 - 05/12/23)   
 Total impressions: 86.1K (06/09/2023 - 05/12/23)   
 Average CTR: 0.7% (06/09/2023 - 05/12/23)   
 Average position: 25.3 (06/09/2023 - 05/12/23)   
 Total clicks: 411 (07/06/2023 - 05/09/23)   
 Total impressions: 93.6K (07/06/2023 - 05/09/23)   
 Average CTR: 0.4% (07/06/2023 - 05/09/23)   
 Average position: 28.2 (07/06/2023 - 05/09/23)



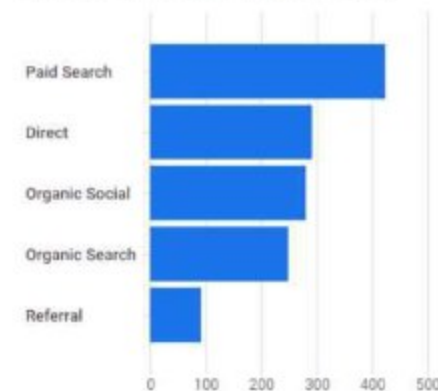
User acquisition: First user default channel group 🔍 +

Add filter +

New users by First user default channel group over time



New users by First user default channel group



# Console Analytics

Sessions▼ by  
Session default ch... ▼



SESSION DEFAULT ...

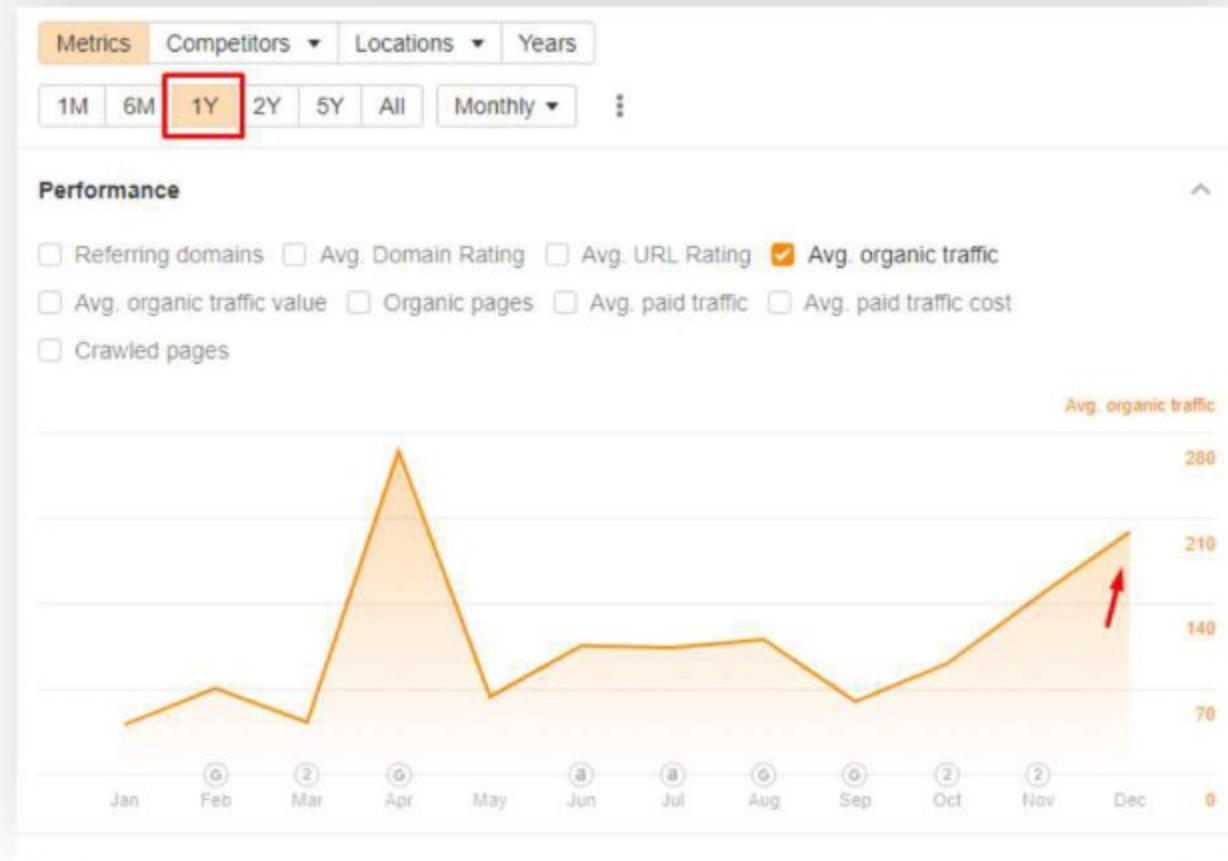
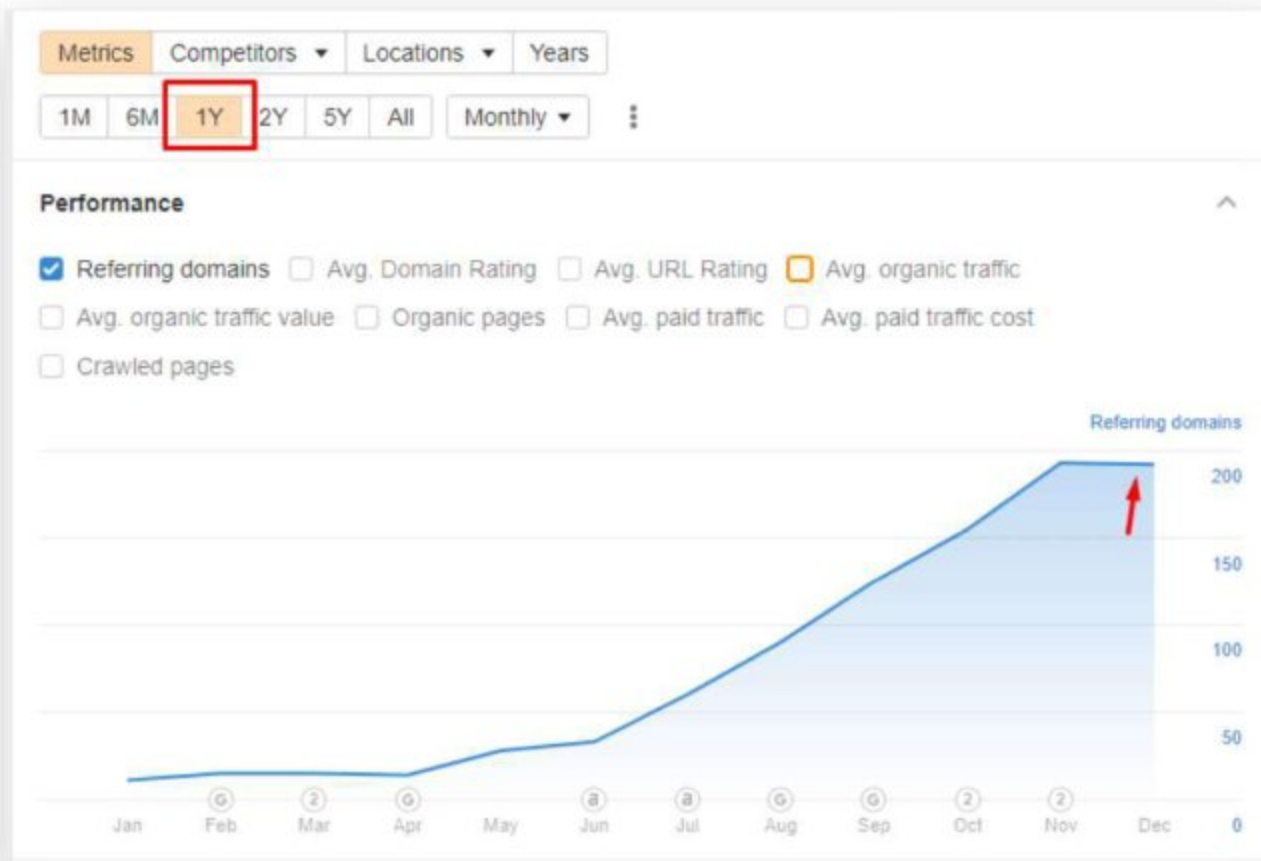
SESSIONS

<b>Paid Search</b>	504
<b>Direct</b>	493
<b>Organic Social</b>	353
<b>Organic Search</b>	326
<b>Referral</b>	132
<b>Unassigned</b>	84
<b>Organic Shopping</b>	14

[View traffic acquisition](#) →

Top queries	↓ Clicks	Impressions
ridiculous machine tools	79	254
toggle latch	7	2,015
toggle latch clamp	3	829
wogaard coolant saver	3	218
r8 end mill holder	3	173
mt5 drill chuck	3	38
discount machine tools	2	118
j hook toggle clamp	2	68
straight shank to morse taper adapter	2	43
live centers	1	523

# Performance



## Industry: Tours



Mt Shasta Spiritual Tours - Experience the Magic of the Mountain  
Explore Mt Shasta Guide, Tours & Retreats for Transformation  
Are you seeking spiritual growth and connection with nature? Look no further than Mt Shasta Spiritual Tours. Paul of Venus, your Mt Shasta tour guide, will take you on a journey of self-discovery as we explore the beautiful and mystical landscape of Mt Shasta.

- ✓ Category & Product Optimization
- ✓ Structure Markup for Products
- ✓ Optimization of Sitemap, Robots
- ✓ Website Speed Optimization

<https://www.mtshastaspiritualtours.com/>

## Challenges

- ✓ Increase Product Visibility on SERP
- ✓ Creating Keyword research based on Ecommerce Trend
- ✓ Ranking Medium level Keywords on SERP
- ✓ Getting more Sales

## Strategies

- ✓ Ecommerce Website optimization
- ✓ Adding Structure data to get more visibility
- ✓ Improve User experience with Speed optimization
- ✓ Content Creation & Management



# SEMRUSH Overview

Projects > www.mtshastaspiritualtours.com > Site Audit

[Help center](#) [Send feedback](#)

Site Audit: [www.mtshastaspiritualtours.com](#) ▾

[Rerun campaign](#)

[Looker Studio](#)

[PDF](#)

[Export](#)



www.mtshastaspiritualtours.com Updated: Mon, Dec 4, 2023 [Mobile](#) JS rendering: Disabled Pages crawled: ⚠️ 200/200

[Overview](#) [Issues](#) [Crawled Pages](#) [Statistics](#) [Compare Crawls](#) [Progress](#) [JS Impact](#)

## Site Health <sup>i</sup>



● Your site 86%  
▼ Top-10% websites ▾ 92%

## Errors <sup>i</sup>

0



## Warnings <sup>i</sup>

781



## Notices <sup>i</sup>

647



## Crawled Pages <sup>i</sup>

200 no changes



● Healthy 2  
● Broken 0

## Thematic Reports

### Crawlability

90%

[View details](#)

### HTTPS

98%

[View details](#)

### International SEO

International SEO is not implemented on this site.

### Core Web Vitals

0%

[View details](#)

### Site Performance

95%

### Internal Linking

81%

### Markup

100%



# Keyword Ranking

Search: Mt Shasta Tours

Keyword difficulty: 20.32% (for google.ca database) — View full report for this keyword

galactictraveller.space  
https://www.galactictraveller.space

#### 4. Mt. Shasta Spiritual Tours and Retreats

L: 42 LD: 48 I: 50 whois source Rank: 4.22M

Our retreats and **tours** are hosted on Native American ancient grounds, surrounded by National Forest managed by the government and Forest Service. It is a ...

Mt Shasta Spiritual Tours  
https://www.mtshastaspiritualtours.com

#### 5. Mt Shasta Spiritual Tours | Mt Shasta Tour Guide | Paul of Venus

L: 954 LD: 1.00K I: 171 whois source Rank: 5.09M

Discover spiritual **Mt. Shasta** with an expert **tour guide**. Embark on a transformative retreat guided by Paul of Venus amidst breathtaking landscapes.

Search: Mt Shasta spiritual guide

Keyword difficulty: 26.44% (for google.ca database) — View full report for this keyword

Images Videos Pdf Free Perspectives Sites Guidebook pdf Shopping New

About 1,410,000 results (0.51 seconds)

Mount Shasta Retreat  
https://mountshastaretreat.net

#### 1. Experience The Spiritual Magic of Mt Shasta With Our Guides ...

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0  
Get domain authority, visits and engagement data with a free Semrush account - Connect

L: 86 LD: 114 I: 106 whois source Rank: 2.34M

We'll go on beautiful hikes to little-known **sacred** sites on and around **Mount Shasta**. I will offer guided meditations and healing journeys, along with whatever ...  
Spiritual Adventure Retreat · About · Guided Retreats & Sacred Journeys

Mt Shasta Spiritual Tours  
https://www.mtshastaspiritualtours.com

#### 2. Mt Shasta Spiritual Tours | Mt Shasta Tour Guide | Paul of Venus

L: 954 LD: 1.00K I: 171 whois source Rank: 5.09M

Discover **spiritual Mt. Shasta** with an expert **tour guide**. Embark on a transformative retreat guided by Paul of Venus amidst breathtaking landscapes.

Search: Mt Shasta Tours guide

Keyword difficulty: 22.23% (for google.ca database) — View full report for this keyword

galactictraveller.space  
https://www.galactictraveller.space

#### 4. Mt. Shasta Spiritual Tours and Retreats

L: 42 LD: 48 I: 50 whois source Rank: 4.22M

Unconventional Spiritual **Tours** on **Mt. Shasta**. Fire Ceremony. Tea & Sages.

Mt Shasta Spiritual Tours  
https://www.mtshastaspiritualtours.com

#### 5. Mt Shasta Spiritual Tours | Mt Shasta Tour Guide | Paul of Venus

L: 954 LD: 1.00K I: 171 whois source Rank: 5.09M

Discover spiritual **Mt. Shasta** with an expert **tour guide**. Embark on a transformative retreat guided by Paul of Venus amidst breathtaking landscapes.

Search: Mt Shasta mystic mountain Tours

galactictraveller.space  
https://www.galactictraveller.space

#### 2. Mt. Shasta Spiritual Tours and Retreats

L: 42 LD: 48 I: 50 whois source Rank: 4.22M

Unconventional Spiritual **Tours** on **Mt. Shasta**. Fire Ceremony. Tea & Sages.

Mt Shasta Spiritual Tours  
https://www.mtshastaspiritualtours.com

#### 3. Mt Shasta Spiritual Tours | Mt Shasta Tour Guide | Paul of Venus

L: 954 LD: 1.00K I: 171 whois source Rank: 5.09M

Discover spiritual **Mt. Shasta** with an expert **tour guide**. Embark on a transformative retreat guided by Paul of Venus amidst breathtaking landscapes.  
Book Tour · Videos · Star Seed Dream School · News

# SEMRUSH Overview

Landscape Overview Rankings Distribu... Tags Pages Cannibalization Competitors Disc... Devices & Locatio... Featured Snippets

mtshastaspirtualtours... ✕

📅 Sep 22, 2023

Visibility ⓘ

**25.91%**

Estimated Traffic ⓘ

**2.02**

Average Position ⓘ

**15.20**

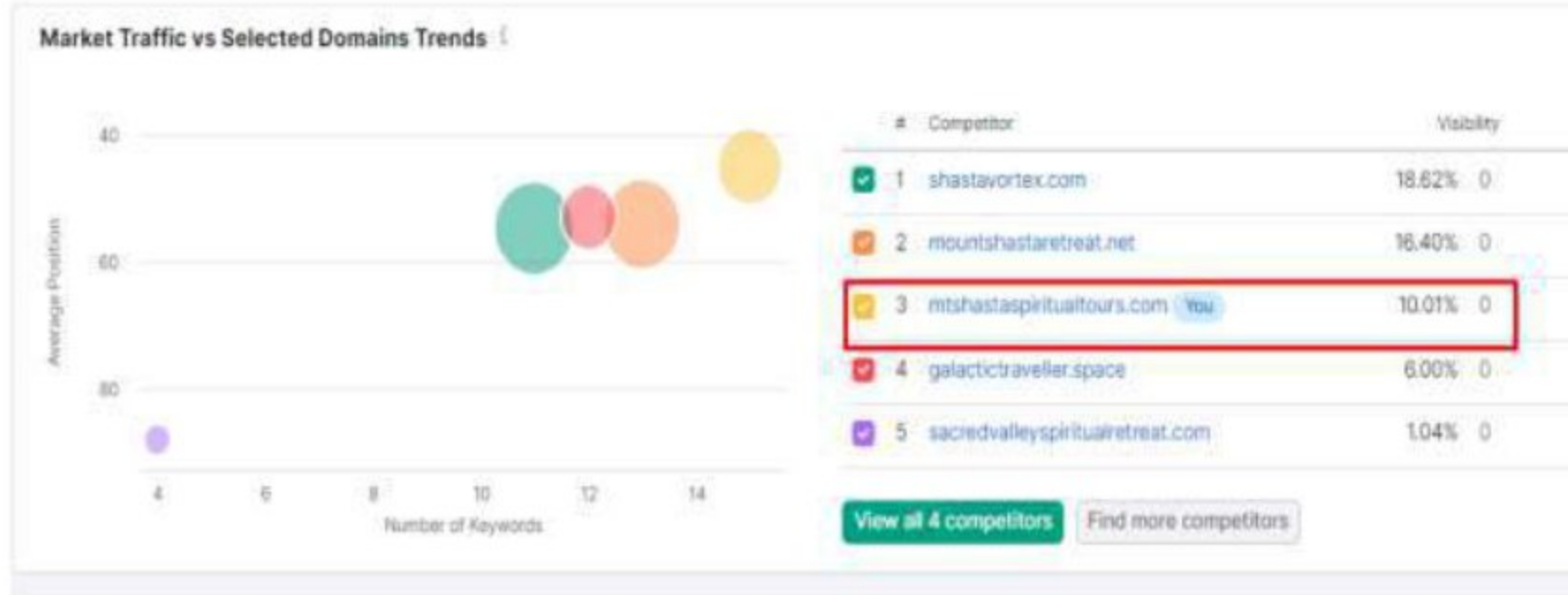
## Summary beta

📄 Copy all

Visibility of **mtshastaspirtualtours....** [↗](#) for the United States • English (Desktop) target is 25.91% on the Sep 22.

More data will appear the next day after creating a campaign.

# SEMRUSH Overview



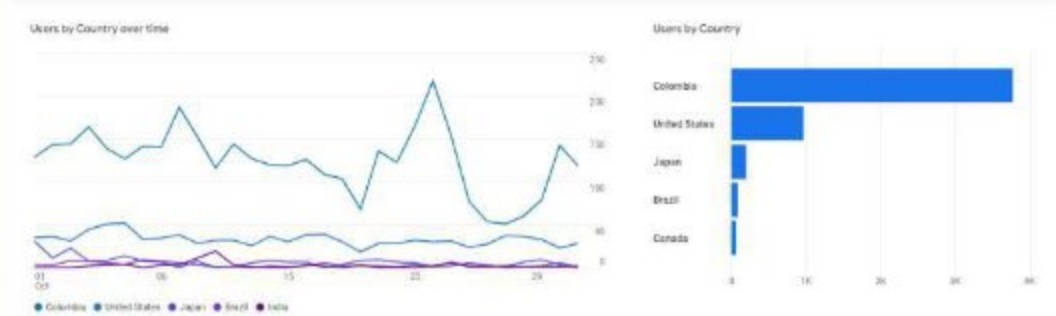
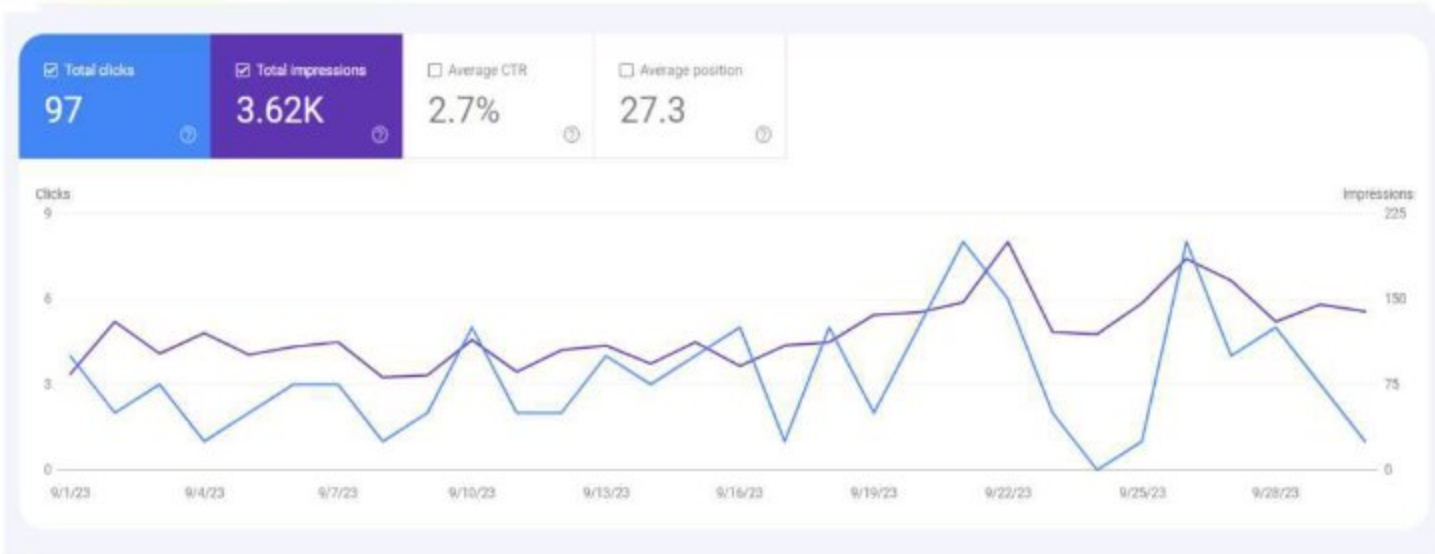
## Top Keywords

Keyword	Pos.	Visibility
mt shasta spiritual tours	1 0	10.00%
spiritual guide mt shasta	1 0	10.00%
mt. shasta mystic mountain tours	3 0	2.61%
mt shasta tour guide	8 0	0.96%
tour guide mt shasta	9 0	0.82%

Domain	Visibility	Diff	Est. traffic	Diff	Keywords	Avg. Pos.
1. mtshastaspiritualtours.com	25.909%	0	2.02	0	10	15.20 ± 13.52
2. mountshastaguide.com	24.148%	0	0.49	0	7	41.00 ± 41.28
3. tripadvisor.com	23.923%	0	2.16	0	10	2.70 ± 6.28
4. shastavortex.com	20.852%	0	2.58	0	8	23.80 ± 38.09
5. mountshastaretreat.net	19.379%	0	4.67	0	10	24.50 ± 29.90
6. shastaguides.com	15.198%	0	1.43	0	5	60.70 ± 46.03
7. mysticmountaintoursofmtshasta.com	14.352%	0	0.43	0	8	31.60 ± 35.30

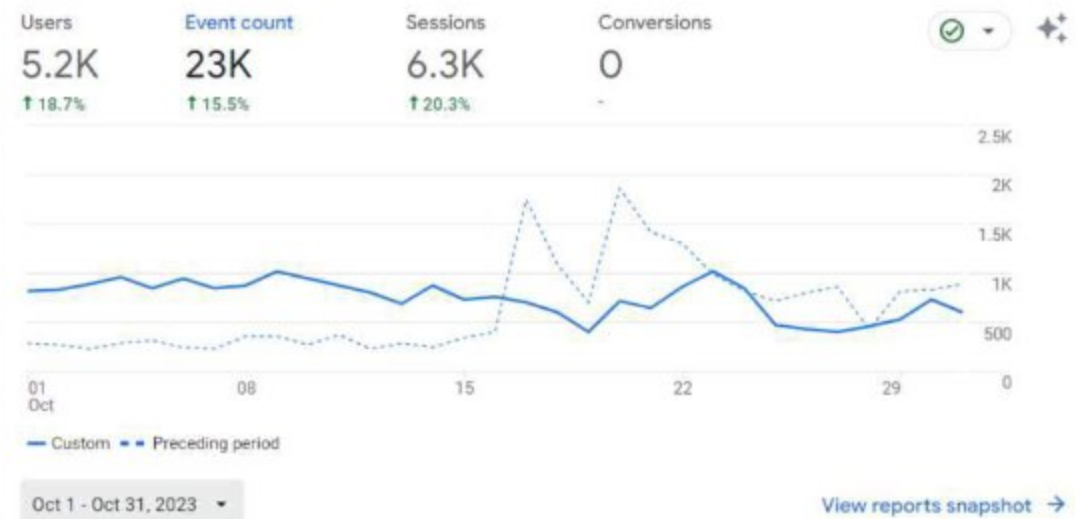
# Google Search Console

# Google Analytics



## 2. These queries are coming in the search through organic Traffic

Top queries	↓ Clicks	Impressions
mt shasta spiritual tours	11	173
mount shasta spiritual tours	8	111
paul of venus mt shasta	8	109
mount shasta tours	2	68
mt shasta st germain	2	51
paul of venus	1	126
mount shasta spiritual	1	100
mt shasta tour guide	1	95
pictures of ascended masters	1	17
mount shasta spiritual events	1	8

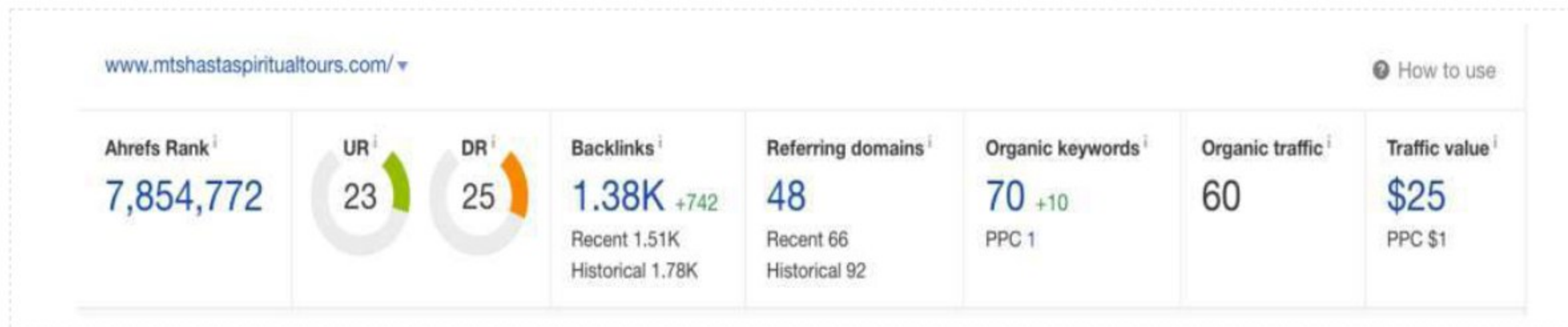


# Analyze a website's links

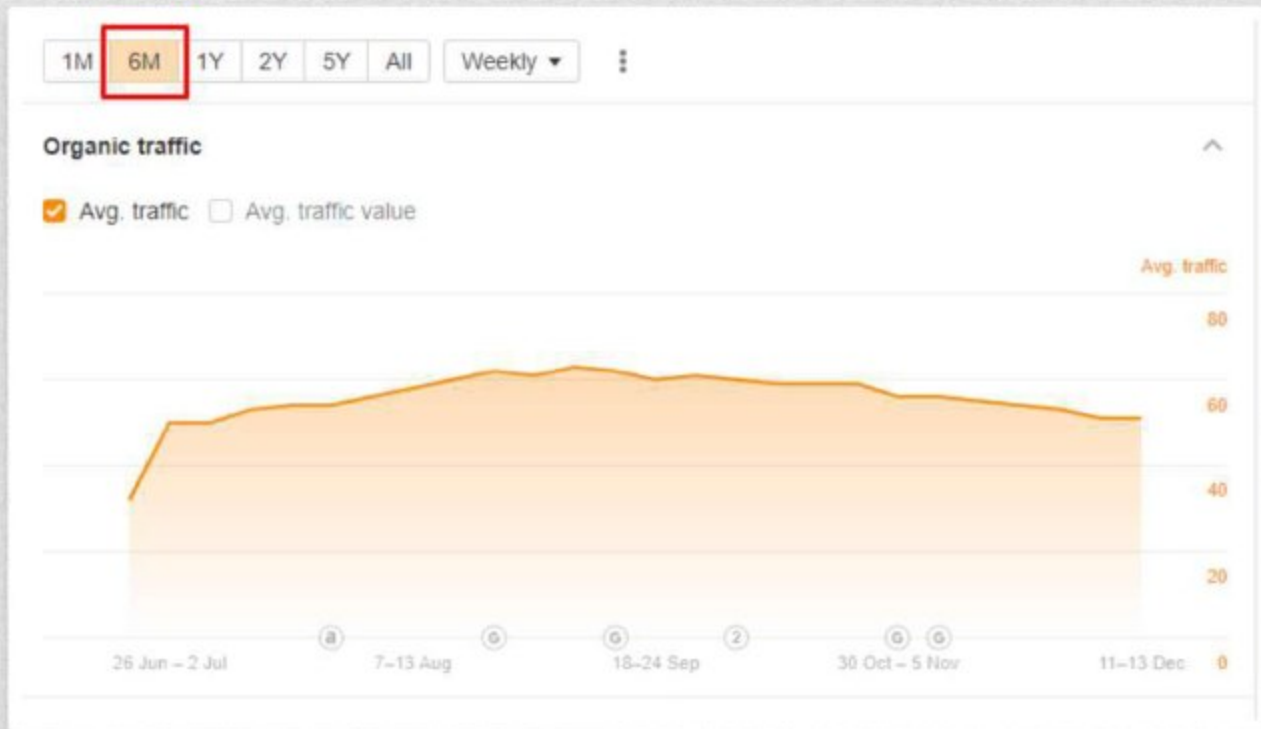
Before



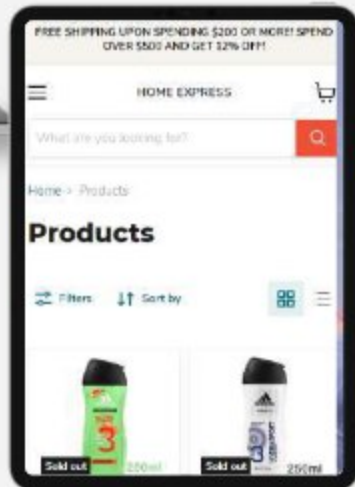
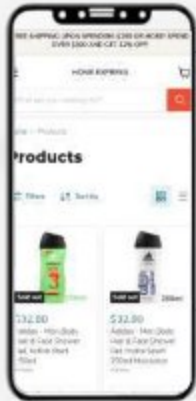
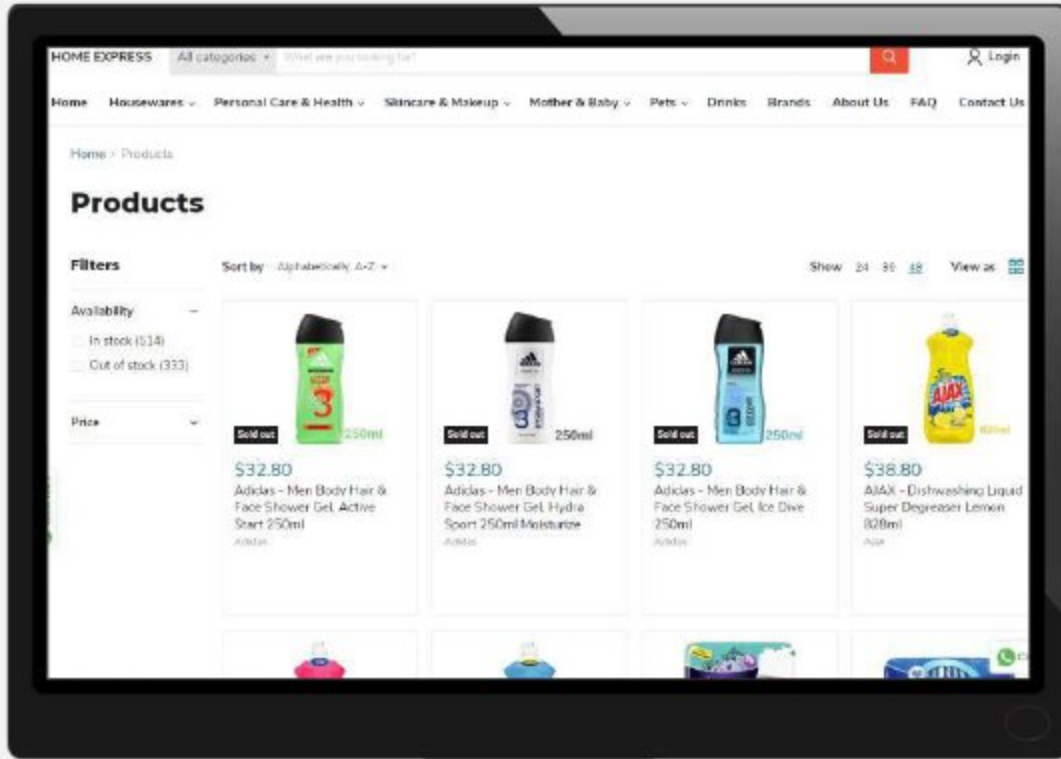
After



# Performance



# Industry: Shopify



## HOME EXPRESS

Founded by a group of entrepreneurs with decades of experience in the Fast Moving Consumer Goods Industry, Home Express brings you an extensive range of imported household products from USA, Europe, Australia and New Zealand! We import directly from manufacturers to minimize costs and provide the most competitive pricing and highest quality of goods to our consumers! Make a Good Choice and shop now at Home Express!

- ✓ Category & Product Optimization
- ✓ Optimization of Sitemap, Robots
- ✓ Structure Markup for Products
- ✓ Website Speed Optimization

<https://homeexpress.com.hk/>

## Challenges

- ✓ Increase Product Visibility on SERP
- ✓ Creating Keyword research based on Ecommerce Trend
- ✓ Ranking Medium level Keywords on SERP
- ✓ Getting more Sales

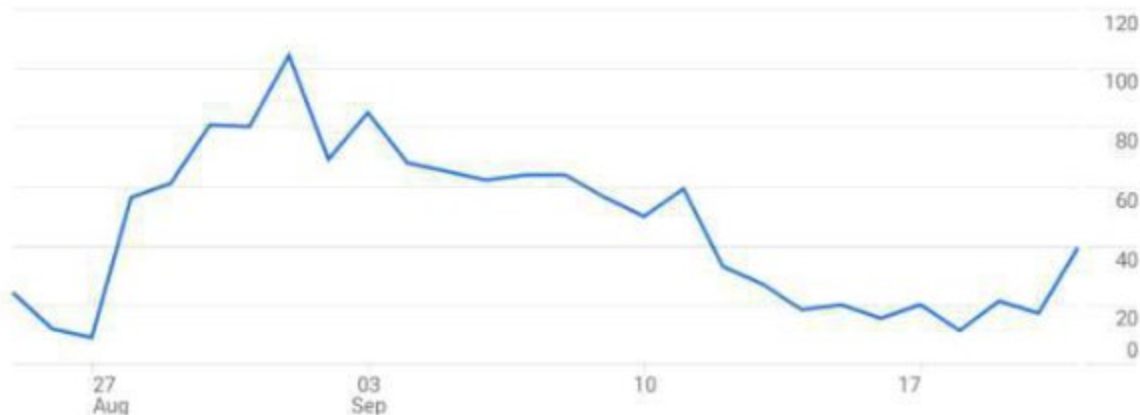
## Strategies

- ✓ Ecommerce Website optimization
- ✓ Adding Structure data to get more visibility
- ✓ Improve User experience with Speed optimization
- ✓ Content Creation & Management

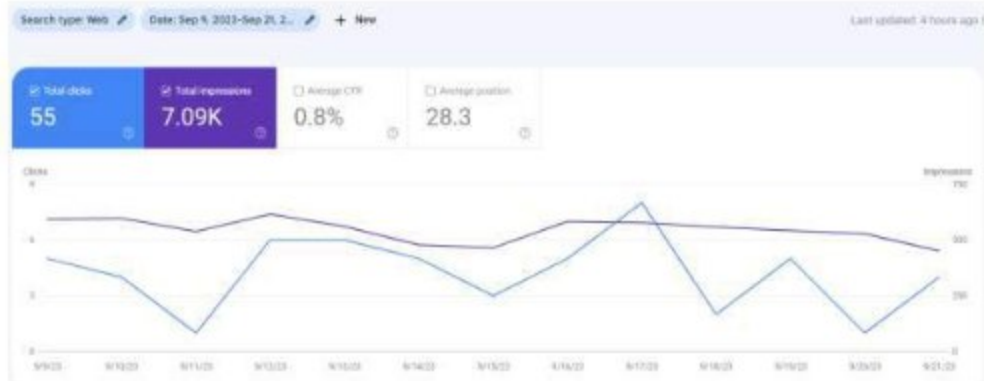
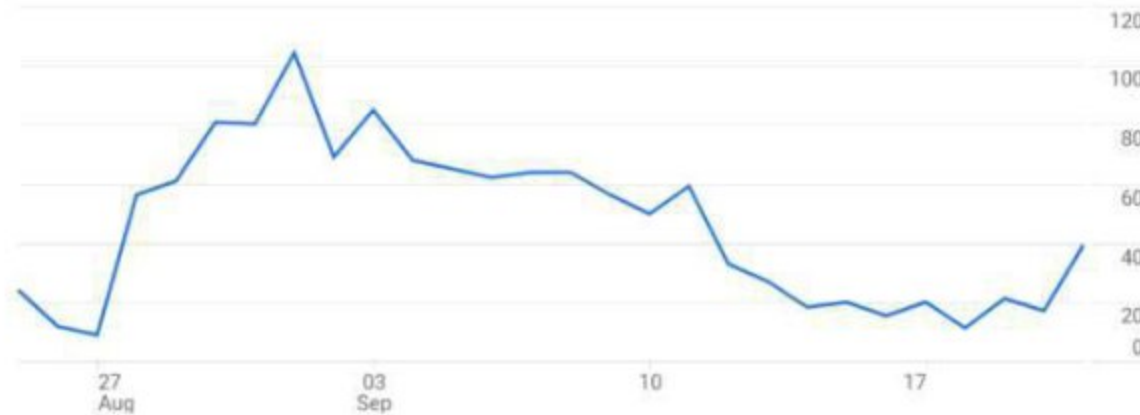


# Google Analytics

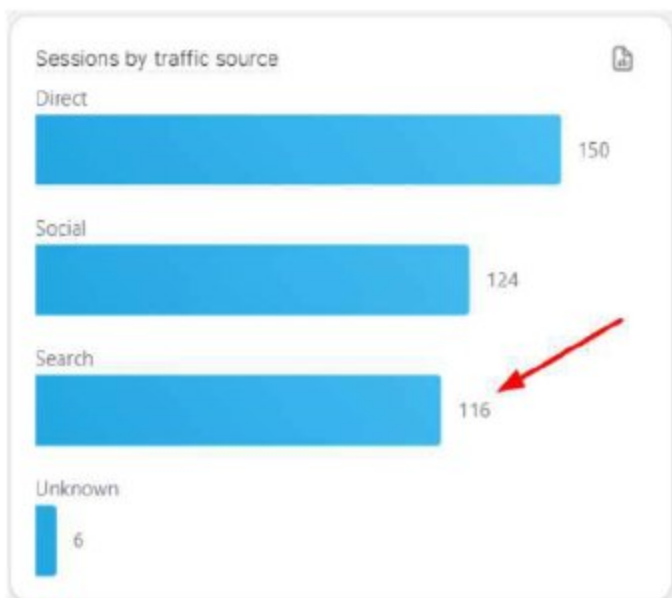
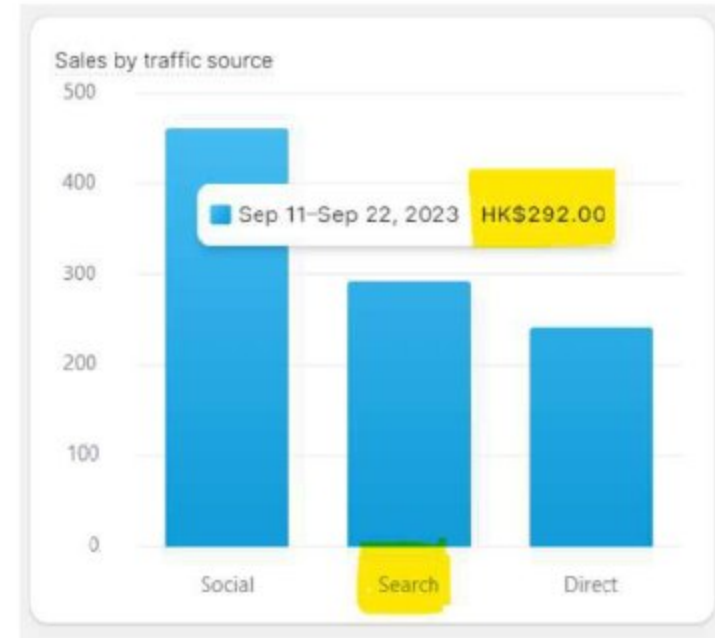
Users 1.2K    New users 1.1K    Average engagement time 0m 30s    Total revenue \$0.00



Users 1.2K    New users 1.1K    Average engagement time 0m 30s    Total revenue \$0.00

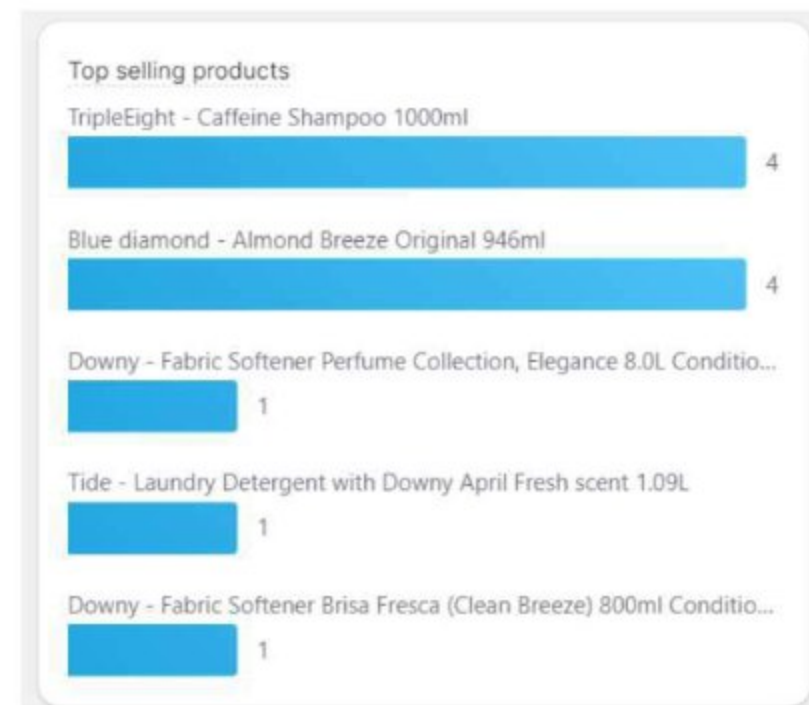


# Shopify Analytics

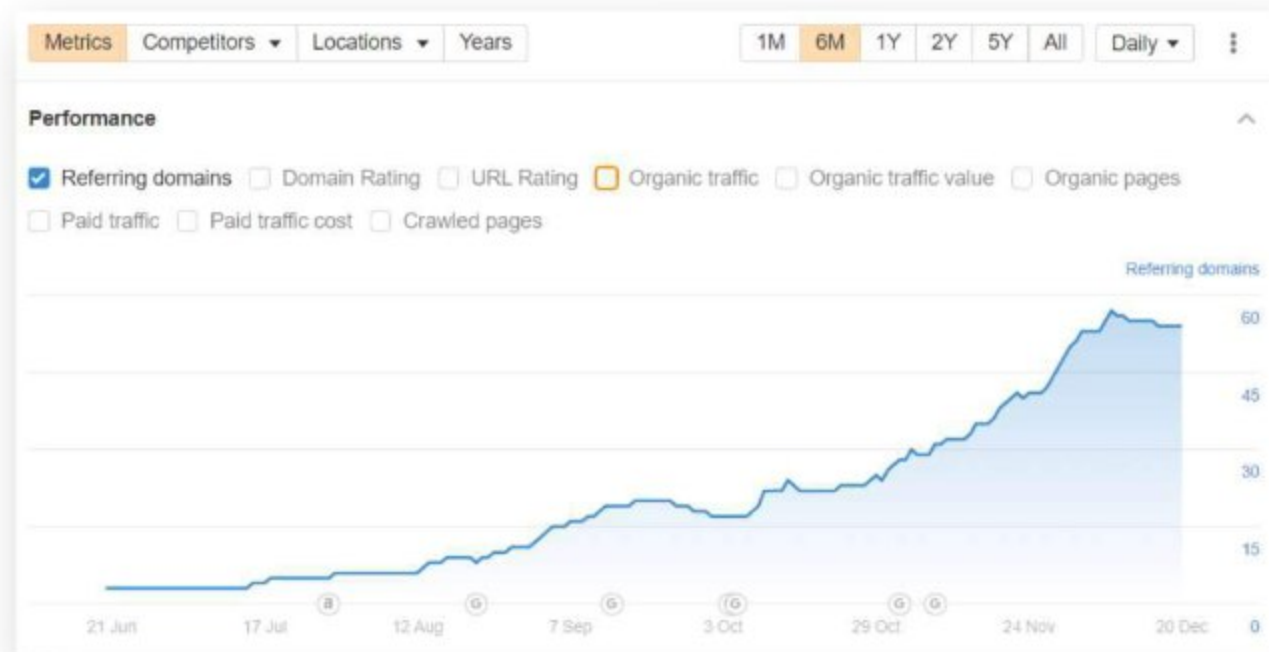
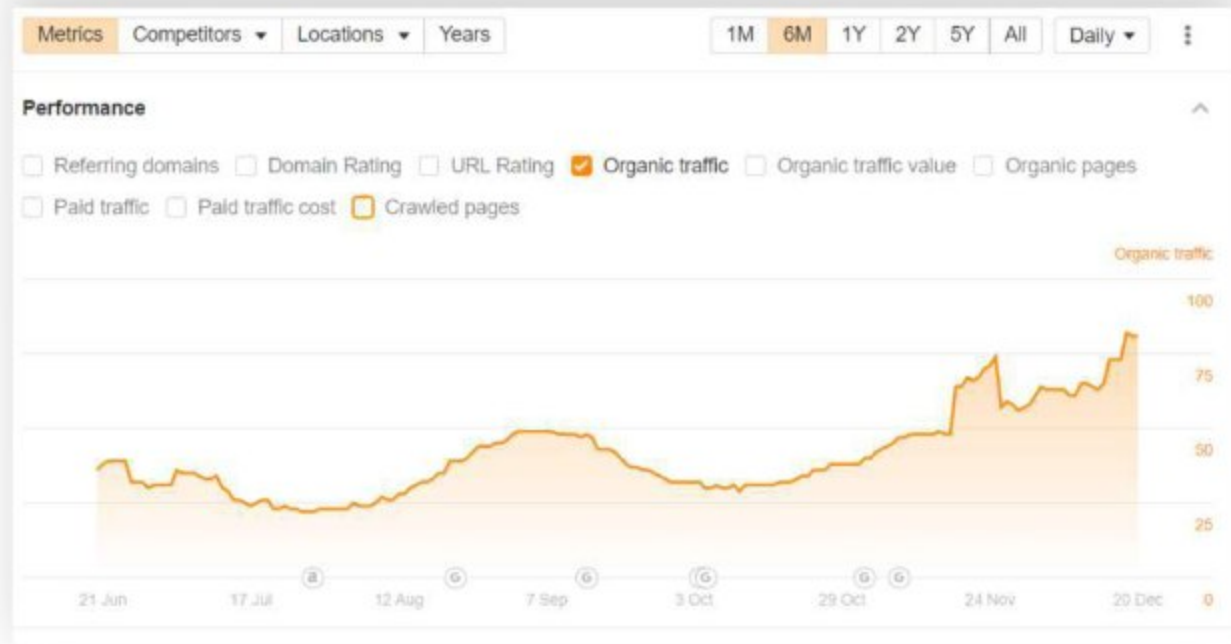


Top landing pages by sessions

Landing Page	Sessions
<a href="/products/downy-softener-51">/products/downy-softener-51</a>	66
<a href="Frontpage (homeexpress.com.hk)">Frontpage (homeexpress.com.hk)</a>	59
<a href="/products/downy-softener-01">/products/downy-softener-01</a>	55
<a href="/pages/brands">/pages/brands</a>	10
<a href="/collections/tide">/collections/tide</a>	9



# Performance





contact  
US



## Sensation Software Solutions Pvt. Ltd

### INDIA

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**Office:** F-7, Phase-8, Industrial Area,  
Sahibzada Ajit Singh Nagar, Punjab 160071

#### LUCKNOW

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near Engineering College Chauraha,  
near CNG Petrol Pump, Lucknow, Uttar  
Pradesh 226021

**Email:** [contact@sensationsolutions.com](mailto:contact@sensationsolutions.com)

**Call:** +91-9779889868

### CANADA

**Office:** 3662 28 A St. NW., Edmonton,  
Alberta T6T 1N4

**Email:** [daniel@sensationsolutions.com](mailto:daniel@sensationsolutions.com)

**Call:** +1 (587) 873 1145

### USA

**Office:** 198 Foster Ave, Brooklyn, NY 11230

**Email:** [info@apscentral.com](mailto:info@apscentral.com)

**Call:** +1-800-444-6545

### AUSTRALIA

**Office:** Clovelly Park, South Australia, 5042,  
Australia

**Email:** [harpal.boparai@sensationsolutions.com](mailto:harpal.boparai@sensationsolutions.com)

**Call:** +61 403 460 406