

SEO Case Study - Online Dating Agency



Package Level	10 Local Keywords
Trial Started	February 12, 2016
Top 10 Gains	29 New Top 10 Ranks
Traffic Increase	800% Traffic Increase
Keyword Exposure	64 Keywords on Google

Introduction: Online Dating Agency signed up for 10 keywords on February 11, 2016. We ran a baseline report and implemented our platform to their site later that week.

Initial Report: Before we implement our SEO Platform, we take a baseline keyword ranking report. This report was generated on February 11, 2016 using the 10 keywords chosen by our experts and approved by the client.

2016-02-11	Google	Yahoo	Bing	Competition
beverly hills dating	28	24	24	14,400,000
dating in los angeles	50	22	22	83,800,000
los angeles matchmaker	14	2	2	497,000
matchmaker in los angeles	12	3	3	494,000
matchmaking services los angeles	10	5	5	148,000
millionaire matchmaker	0	12	12	590,000
new york matchmaker	37	15	15	1,160,000
orange county matchmaker	7	2	2	260,000
professional matchmaking services	27	23	23	864,000
santa barbara matchmaker	7	3	3	83,800

Total Keywords	Top 10	Top 20	Top 30	Top 40	Top 50	Top 100
10	13	6	8	1	1	0

Initial Report Summary: Shown above you will see that Online Dating Agency started with 13 of the chosen keywords in the top 10 positions of Google, Yahoo & Bing.

Platform Implementation: We then implemented our platform using the keywords in the above report. We create short descriptions for each keyword and use those to build relevant links

Below is an example of a link placement you can click the image to view the link on the live member website. We have built over 100 of these.

Beverly Hills Dating

Elite Connections is the only Beverly Hills dating site you need. With VIP service to find your perfect match and unrivaled matchmaking success, Elite Connections is ready to help you with an enriching experience. An Elite matchmaker will listen to your preferences and introduce you to quality individuals interested in being introduced the old fashioned way. Why not take that first step and call Elite Connections? At 800 923 4200, they're just one call away.



With these links, we usually see improvements within the first 5 days!

16 Week Progress: The site has now been on the service for 16 weeks. In that 16 week period, the organic ranked keywords and top 10 placements have tripled, and daily traffic flow has more than doubled.

Here's what those rankings look like after only 16 weeks!

	Google	Yahoo	Bing	Competition
beverly hills dating	7 +21	18 +6	18 +6	6,380,000
dating in los angeles	36 +16	20 +4	20 +4	52,000,000
los angeles matchmaker	7 +8	4 -3	4 -3	473,000
matchmaker in los angeles	9 +6	4 -1	4 -1	493,000
matchmaking services los angeles	7 +7	2 +3	2 +3	251,000
millionaire matchmaker	0	0	0	601,000
new york matchmaker	19 +18	5 +10	5 +10	623,000
orange county matchmaker	3 +4	1 +1	1 +1	267,000
professional matchmaking services	42 +958	22 -1	22 -1	855,000
santa barbara matchmaker	3 +4	8 -5	8 -5	93,400

Total Keywords	Top 10	Top 20	Top 30	Top 40	Top 50	Top 100	Moved UP	Moved Down	Total move
10	18	5	2	1	1	0	+1090	-20	+1070

16th Week Report Summary: Within the first 16 weeks, the site has gained well over 100 relevant links and has increased the number of top 10 placements on Google to 6, up from 2 when we started.

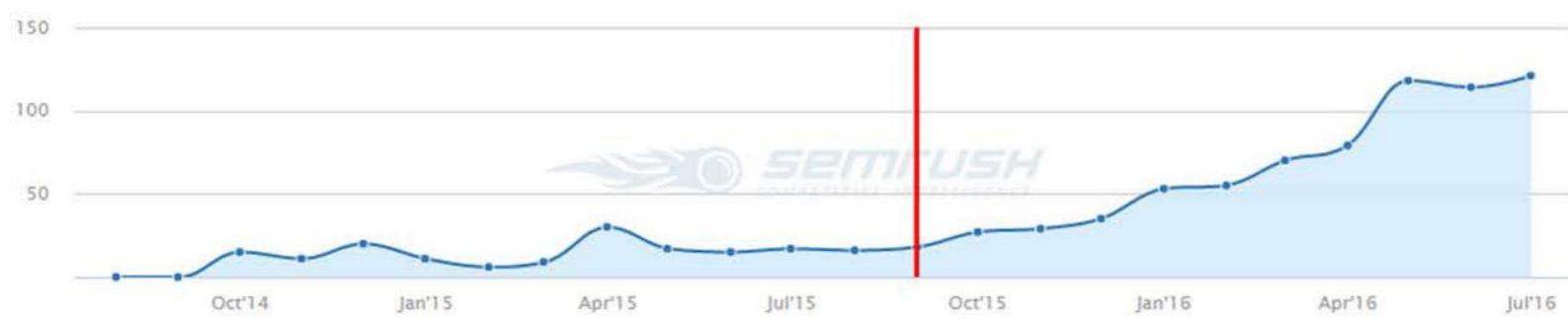
Organic Traffic Increases: With the new top 10 results, we are seeing a 122% increase in daily organic traffic across 10 keywords.

Note in the graph below that the Client has had its highest amounts of organic traffic in it's history.

ORGANIC SEARCH

121 +122% TRAFFIC

SEMrush Rank	1.9M
Keywords	482 +115%
Traffic Cost	\$1.5K +83%



Organic Traffic Summary: As seen above, the spike indicates a daily traffic volume of 121 organic visits. Which is up 122% from what it was on day one of the campaign.

Progress Summary: The campaign has shown great success in its first 16 weeks. Top 10 placements are on the rise and traffic is increasing daily. The upward trend will continue as our SEO Platform continues to push the site to the top of search results.