



Search Engine Optimization Case Studies and Examples

Esotech SEO and SMO Campaign Case Studies

Selecting the right SEO and Digital Marketing company is a critical decision. A poor choice will cost your company money, lost opportunities, and in some cases can actually hurt your search results and set back your marketing campaign months. At Esotech we understand that delivering results is absolutely critical to the success of your company and our continued relationship with you as a customer. We also understand that selecting an SEO and Digital Marketing company can be very difficult since few firms offer tangible or credible evidence of what they have done for other clients. The case studies on the following pages are brief illustrations of actual results we have delivered for clients.

SEO Analysis

We start every SEO campaign with an SEO analysis of both your website and keywords as well as an analysis of your competitors and the keywords that are driving traffic to their websites.

SEO Jumpstart Program

Our SEO Jumpstart program is a unique strategy we developed to provide a shot of adrenaline to a new website, redesigned site or a site that is not performing to get it ranking faster. This program is exactly what it is called, a jumpstart, it builds an SEO foundation and launches the program; but does not replace ongoing SEO which is required to establish long term top search results.

Ongoing SEO Programs

Our monthly SEO programs include both On-Site SEO and Off-Site SEO. On-Site SEO ensures that your website itself is optimized for the targeted keywords. Off-Site SEO continuously build links through article writing, blogs, Web 2.0 website/social network links, directories, and of course search engine submissions. This is a very brief overview of our SEO services and strategies

Reports

We provide excellent report to our clients. You will receive bi-weekly Website metrics including Google Analytics data, but more importantly a SERP (Search Engine Rank Position) report showing rankings for the targeted keywords. You also receive a monthly SEO task report with details of our SEO work.

Social Media – SMO, Social Media Optimization

We also offer SMO including building industry relevant Twitter followers, creating Facebook Pages and custom landing pages, Google Plus Pages, LinkedIn profiles and other services.

Case Studies of Recent SEO Campaigns

On the following pages we outline the results of some recent campaigns.

Yacht Charter & Tour Company – New Website Launch

Challenges:

- Website with low traffic and minimal search rankings.
- Large number of competitors with good SEO and good search rankings.

Results:

- Over 54% of traffic is now from organic searches.
- Nearly 20,000 search referrals from organic search.
- Daily traffic increased from less than 50 visits/day to 300 to 400 per day.
- 17 highly competitive keywords in top 3 on page 1, and 45 targeted keywords on page 1.
- Very active Facebook Page and Twitter campaign which also is driving traffic.

Google Analytics Traffic Data

November 1, 2011 - April 4, 2012 [CHANGE](#)

All Search

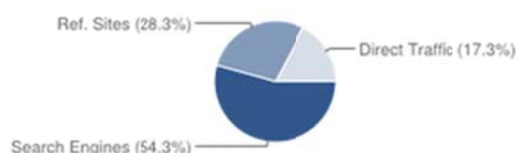
Daily Visits

☒ Show trendline



36,550 Vists
153,302 Page Views
4.19 Pages/Visit

10,357 Site Referrals
19,857 Search Referrals
42.11% Bounce Rate
3:08 Average Time on Site



Keyword Search Engine Ranking Summary



Luxury Yacht Manufacturer – New Website & Product Launch

Challenges:

- New product & website with zero traffic and no search rankings.
- Well established competitor with good SEO and good search rankings.

Results:

- Over 70% of traffic is now from organic searches.
- Over 10,000 visits from search results and climbing rapidly.
- 3 highly competitive keywords in top 3 on page 1, and 17 targeted keywords on page 1.
- Now targeting higher volume keywords for 2012.

Google Analytics Traffic Data

December 1, 2010 - February 1, 2012 [CHANGE](#)

All Search

Weekly Visits

☒ Show trendline



14,729 Visits
70,300 Page Views
4.77 Pages/Visit

1,892 Site Referrals
10,522 Search Referrals
44.21% Bounce Rate
3:40 Average Time on Site



Keyword Search Engine Ranking Summary



Clothing Manufacturer – New Website Launch

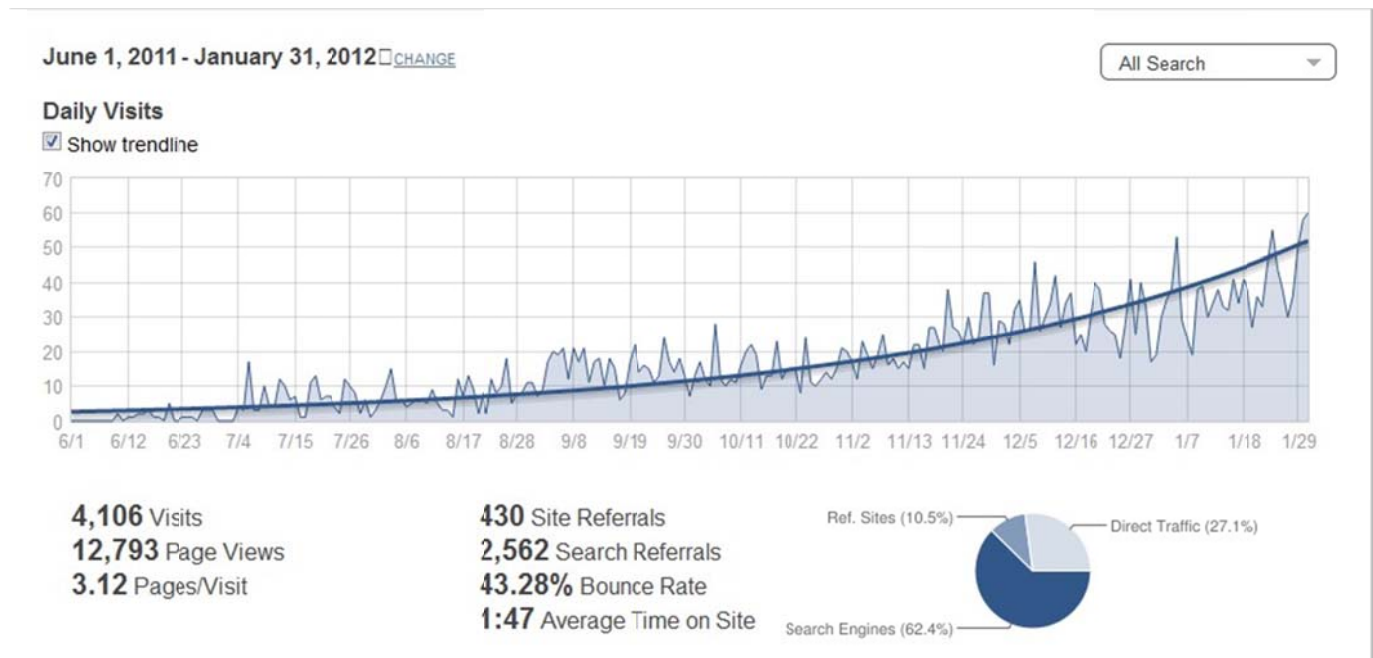
Challenges:

- Website with very low traffic and no search rankings.
- Well established competitors with good SEO and good search rankings.

Results:

- Over 60% of traffic is now from organic searches.
- Over 2,500 visits from search results in 6 months and growing rapidly.
- 5 keywords in top 3 on page 1, and 23 targeted & highly relevant keywords on page 1.

Google Analytics Traffic Data



Keyword Search Engine Ranking Summary



Rock Concert – New Website Launch

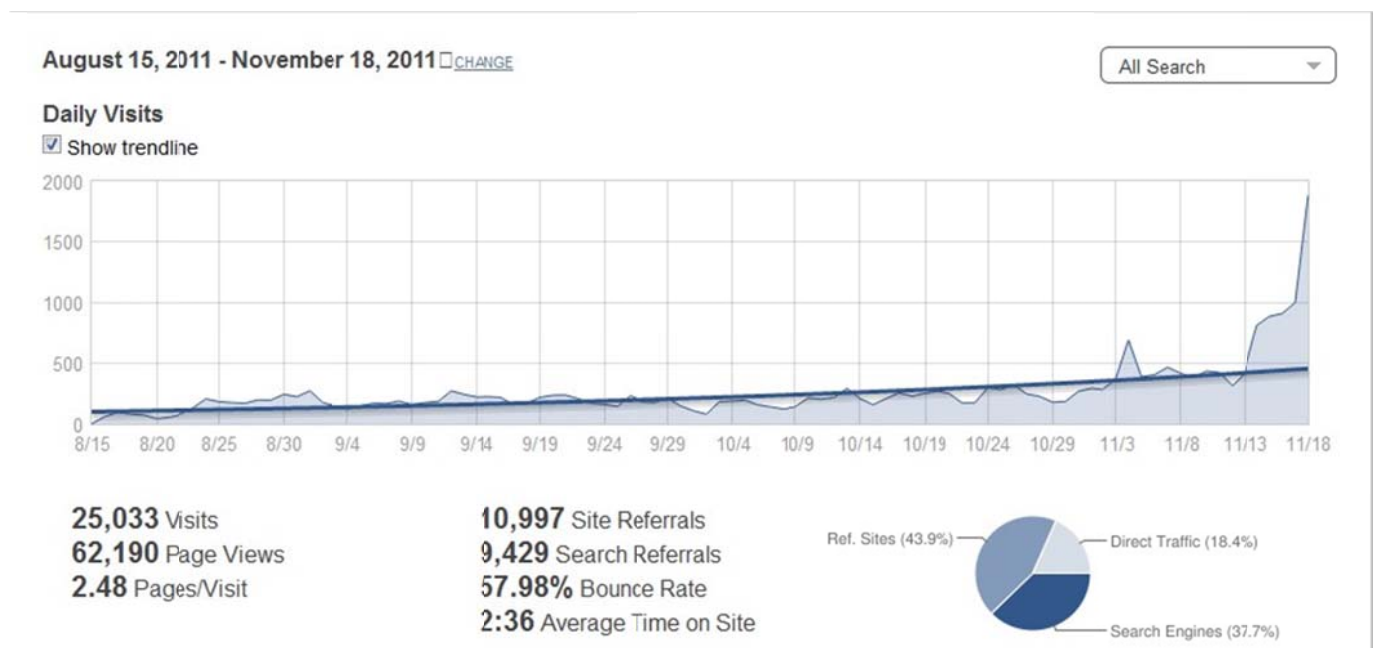
Challenges:

- New event & website with minimal traffic and no search rankings.
- Very short time frame to generate traffic

Results:

- Over 37% of traffic is from organic searches.
- Over 9,400 visits from search results with highly relevant keywords.
- 4 keywords in top 3 on page 1, and 11 targeted keywords on page 1.
- Very active Facebook Page & Twitter, both of which are driving traffic.

Google Analytics Traffic Data



Keyword Search Engine Ranking Summary

