

CASE STUDY OF



Website: www.3cir.com/public

OBJECTIVE:

To continually develop our expertise; to both demystify the CRM marketplace, and design best-fit solutions for our customers and then work practically with customers to implement them in a timely and cost-effective manner.

The client need good amount of traffic and unique user in the website and most important the keyword ranking for 1st page.

Difficulties we faced:

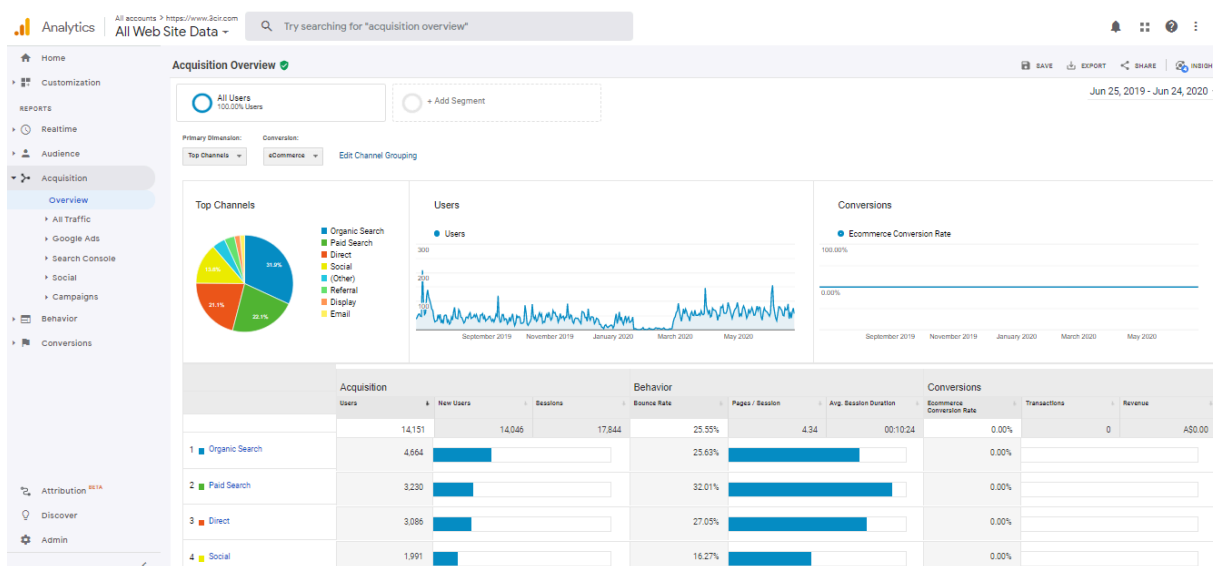
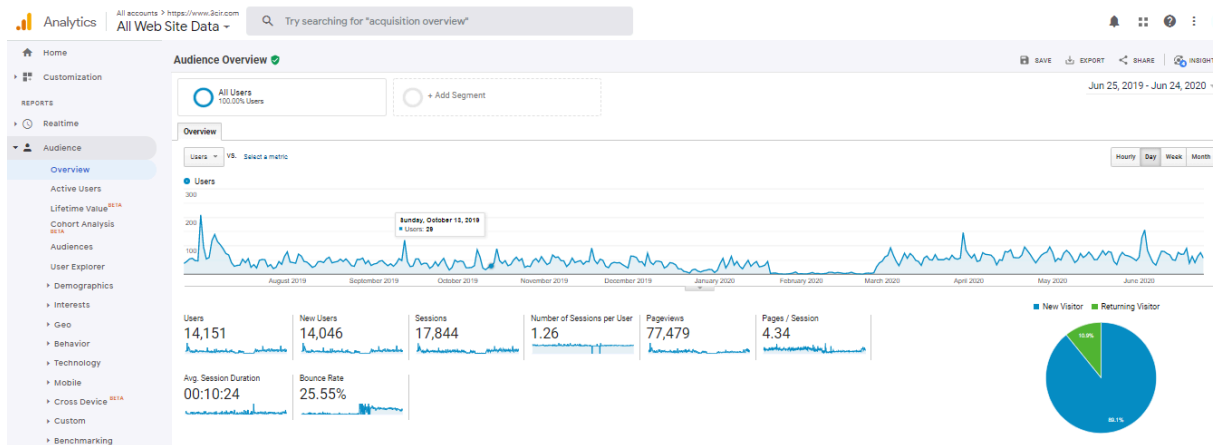
1. SERP visibility was none
2. Sessions in a month are very poor
3. Referring Domain score is very low
4. Less traffic
5. No quality content

Analysis:

Before:

The amount of user they had and also the amount of sessions they are getting was very poor. There were barely any visitors in this site. Increasing its stats was challenging.

DATE: Jun 25, 2019 - Jun 24, 2020



NOTE: although this is a blogging site doing SEO and digital marketing was challenging because the quality of the content, keyword placing and improving user experience mattered a lot.

Traffic and visibility:

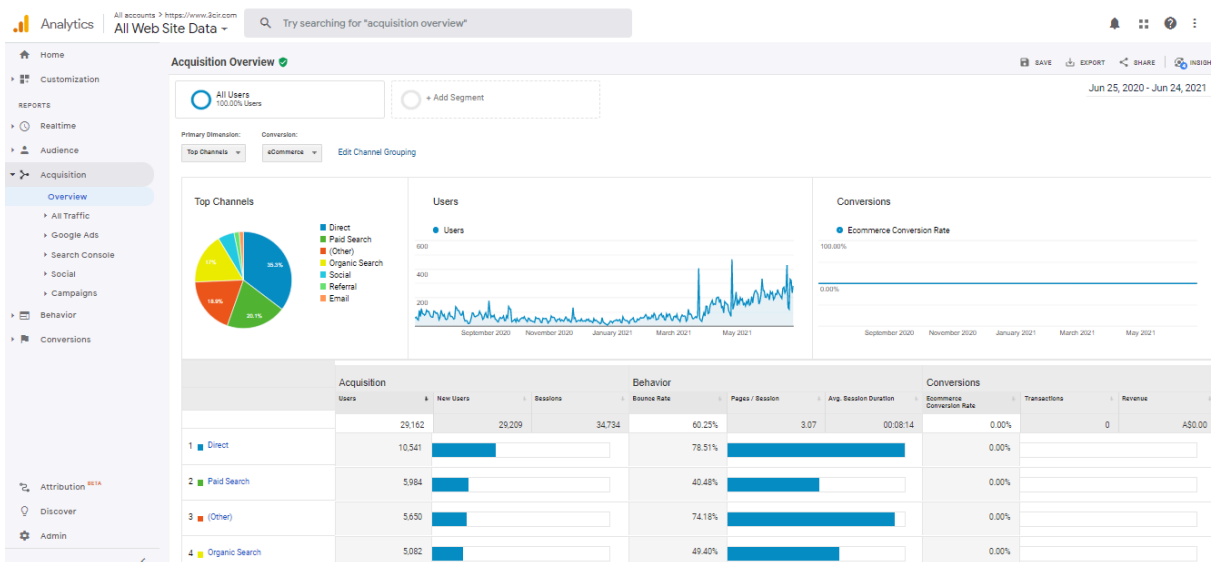
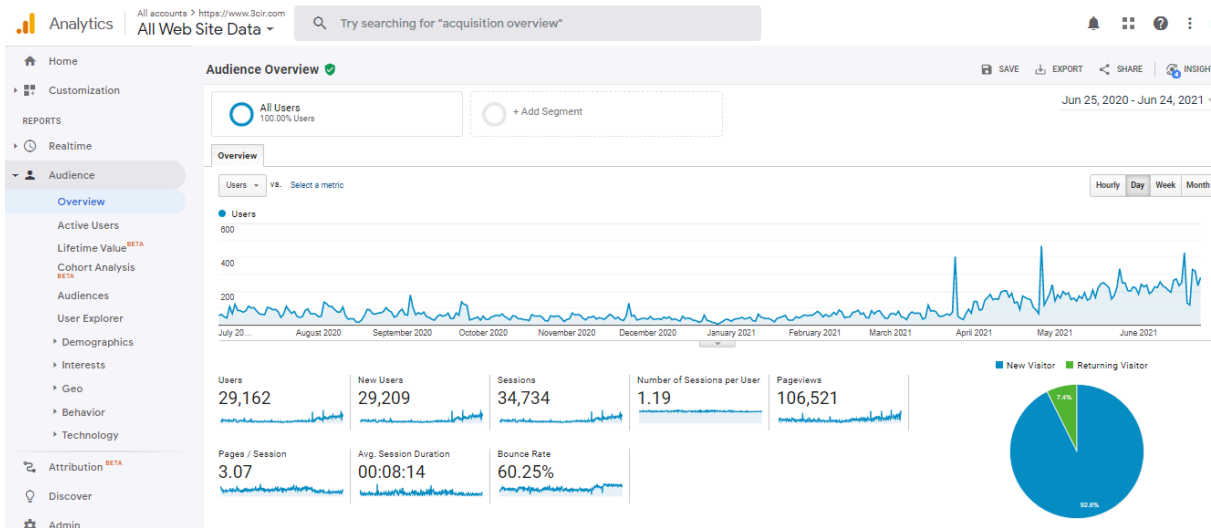
As we can see from below attached screenshot the organic reach of this site was very poor and didn't get any exposure in SERP. The head count if users are very low.

For this site we had work our way through from very low. There were lots of thing to improve for this site to at least get visibility in SERP.

After:

The amount of user and also the amount of sessions has been drastically increased from the previous stats. The visitors they have now is lot more than before and also this site is performing well in SERP compare to its competitors.

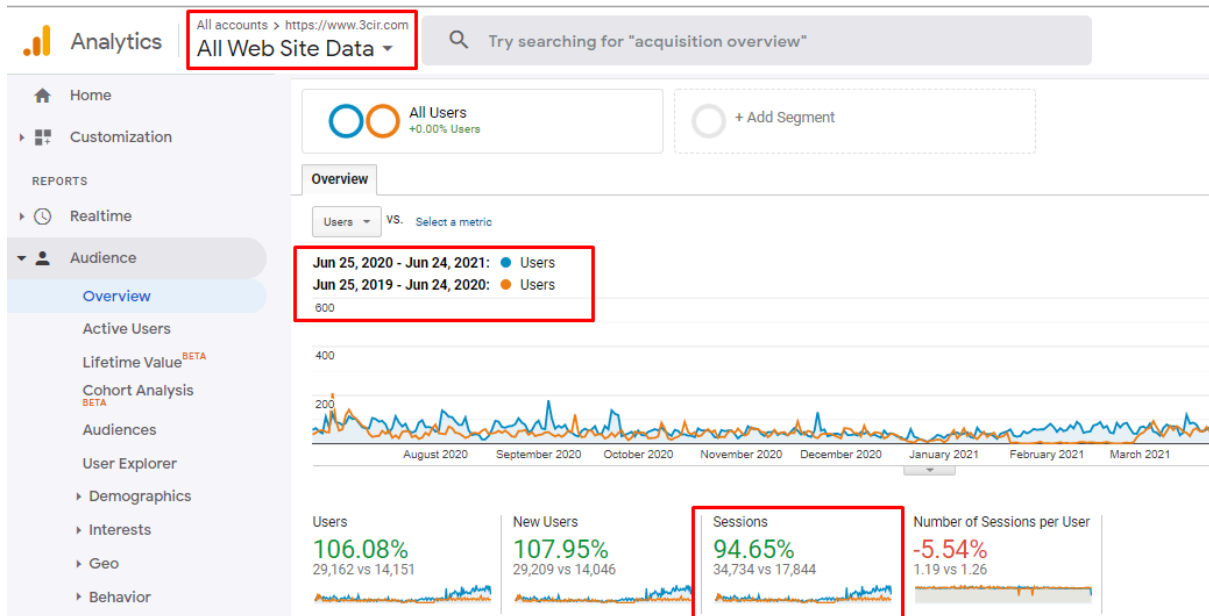
DATE: Jun 25, 2020 - Jun 24, 2021



COMPARING 1 Year DATA:

The sessions have **94.65%** increased from previous stats.

The growth of new users is tremendous from before, same goes for regulars of this site.



Analytics | All accounts > https://www.3cir.com | All Web Site Data

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Attribution BETA

		Users ?	New Users ?	Sessions ?	Bounce Rate ?
		106.08% 29,162 vs 14,151	107.96% 29,248 vs 14,064	94.65% 34,734 vs 17,844	135.75% 60.25% vs 25.55%
<input type="checkbox"/>	1. (direct) / (none)				
	Jun 25, 2020 - Jun 24, 2021	10,541 (35.28%)	10,556 (36.09%)	11,651 (33.54%)	78.51%
	Jun 25, 2019 - Jun 24, 2020	3,086 (21.06%)	3,063 (21.78%)	3,741 (20.97%)	27.05%
	% Change	241.57%	244.63%	211.44%	190.22%
<input type="checkbox"/>	2. google / cpc				
	Jun 25, 2020 - Jun 24, 2021	5,982 (20.02%)	5,806 (19.85%)	7,219 (20.78%)	40.46%
	Jun 25, 2019 - Jun 24, 2020	3,497 (23.87%)	3,405 (24.21%)	4,073 (22.83%)	29.81%
	% Change	71.06%	70.51%	77.24%	35.75%
<input type="checkbox"/>	3. facebook / paid				
	Jun 25, 2020 - Jun 24, 2021	5,648 (18.90%)	5,625 (19.23%)	5,998 (17.27%)	74.17%
	Jun 25, 2019 - Jun 24, 2020	160 (1.09%)	155 (1.10%)	166 (0.93%)	13.25%
	% Change	3,430.00%	3,529.03%	3,513.25%	459.68%
<input type="checkbox"/>	4. google / organic				

End Result:

1. Improvement in 100+ keywords
2. Strong Backlinks from high DA sites
3. Improved CTR

4. Better User Experience
5. Better brand exposure
6. Increase in website speed
7. Increase in traffic
8. 1st Page SERP visibility