

Performance Case Studies

SHOWCASE | WWW.CARPETCLEANINGKINGS.COM.AU

Over \$20K Per Month In Organic Traffic.

Client Summary



CARPET CLEANING
KINGS

www.carpetcleaningkings.com.au

Strategy

- Search Engine Optimization

Results

- Consistent Organic Growth
- \$20k+ Equivalent Traffic value

Strategy Overview

Despite starting with a fresh domain in May of 2014 we were able to achieve prominent search rankings in record time by implementing our 3 stage strategy.

Over time we have seen continual growth in organic traffic in what can only be described as a very competitive industry due to the low barriers to entry.

We implemented a 3 stage Strategy to increase the traffic for this site. Each step directly relates to increasing the sites relevance with Google.

Step 1 Brand Relevance

Step 2 Industry Relevance

Step 3 Geographical Relevance

Growth Planning

The goal is to continue growth by taking advantage of new geographical areas across each capital city in Australia. We believe this will give the opportunity for over 4 times the current traffic levels.

Results Analysis

With the cost of AdWords traffic in this industry getting extremely expensive per click the value of this organic traffic is quite significant on a monthly basis. The consistent growth is projected to continue as we take advantage of interstate opportunities for expansion.

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions

