

SEO CASE STUDY

www.ecotechprintsolutions.com.au



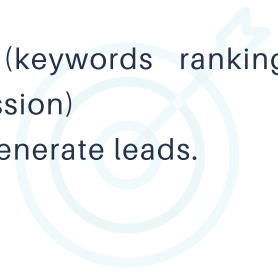
About Ecotech Print Solutions

Goals

Ecotech Print Solutions is an Australian-owned family business with over 20 years of extensive knowledge in the print industry. They provide excellent product quality, high customer service skills and honest trade practices.

The ultimate goals:

- Improvement in organic traffic.
- Improvements in SEO metrics (keywords ranking, Increase in organic clicks & Impression)
- Improve product awareness and generate leads.



The Solution

We prepared ecommerce SEO Strategy and monitored user behaviour, analyzed from SEO perspective and have presented the data which is easy to understand and evaluate.



Achievements

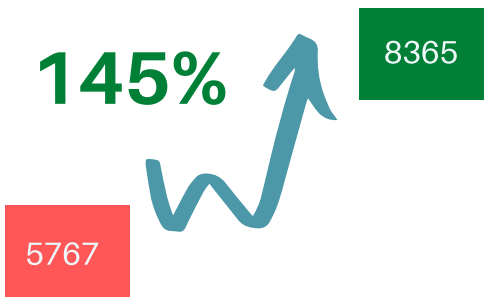
Improvements were visible during the period of 3 months and soon we achieved rankings on first page.

We got improvements in terms of **clicks, impressions, organic traffic.**

You can find the graph below shows the comparison and improvement in the overall traffic before and after the search engine optimization of the website.

TRAFFIC REPORT

Overall Traffic

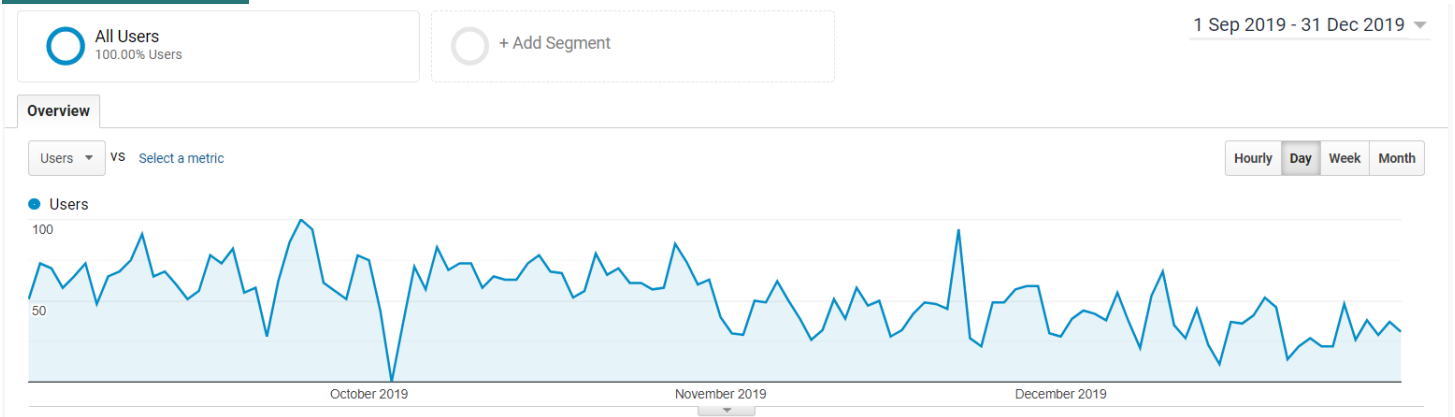


Organic Traffic

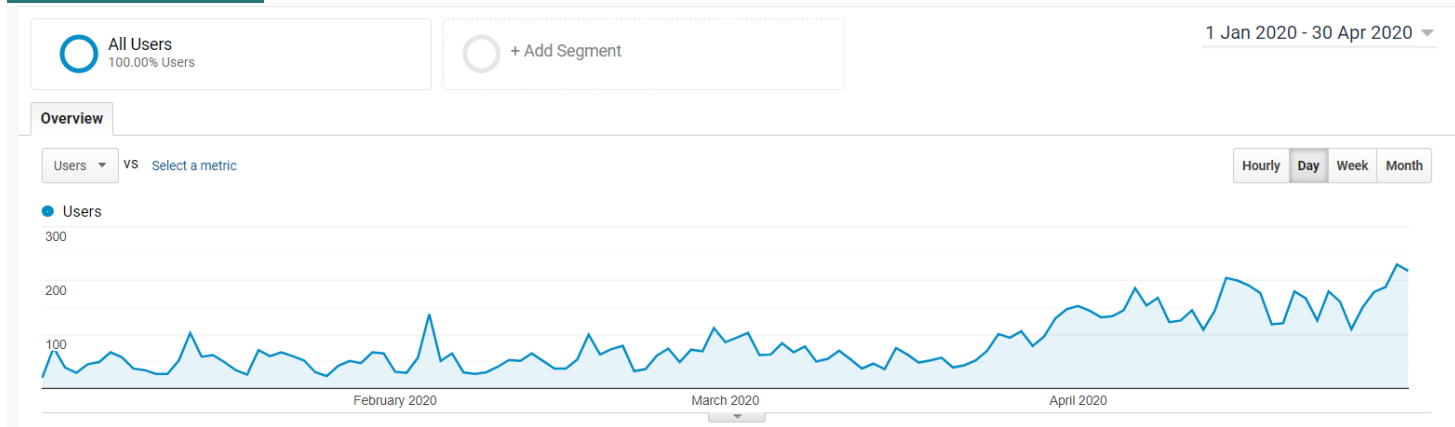


Visitors

Before SEO



After SEO



CLICKS & IMPRESSIONS



Clicks

242%

1769

730



Impressions

166%

321127

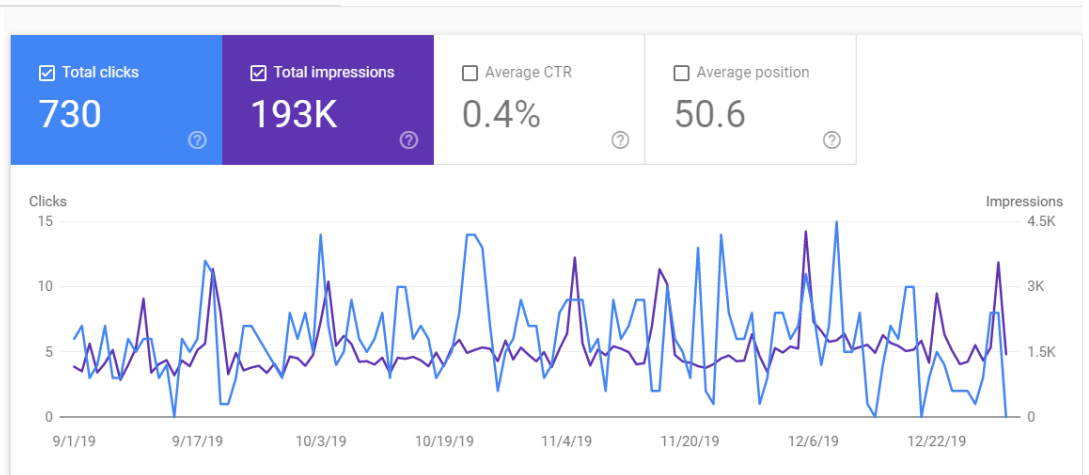
193281



Before SEO

Search type: Web

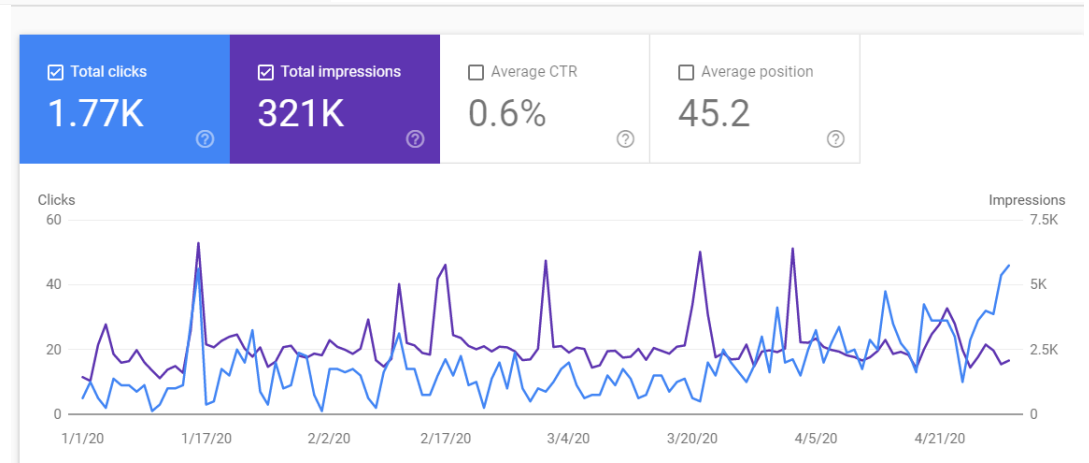
Date: Sep 1, 2019-Dec 31, 2019



After SEO

Search type: Web

Date: Jan 1, 2020-Apr 30, 2020



TOP KEYWORDS RANKING

Keywords	Current Ranking	Initial Ranking
ecotech	1	63
print solutions	4	67
Kyocera M813ocidn	7	55
Brother hl-1210w Toner	8	56
Australian Print Solutions	8	78
printer shop	9	NA

Results that speak for itself

