

SEO CASE STUDY

www.zashmobile.ca



ZASH
MOBILE

TELUS
authorized dealer

koodo
authorized dealer™



About ZASH Mobile

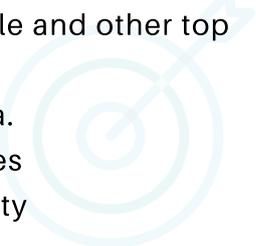
Goals

The Solution

Achievements

Zash Mobile places a high priority on fostering a store team culture of exceptional customer experience, and providing the best possible support for their customers devices and services.

The ultimate goals:

- Rank Organically for the keywords related to their business in their locality on Google and other top search engines.
 - Higher visibility over Social Media.
 - Good reputation at top review sites
 - Better social engagement & activity
- 

We had chosen the basic procedure to optimize the website.

Firstly, we analysis the website.

- On Page Optimization (Keyword Research, H1 Tags, Meta Tags, Alt Tagsetc)
- Off Page Optimization(Business Listing, Profile Creation, Blog/Article Submission etc)
- Social Media improvements

The organic traffic hike shows the success of the SEO campaign.

The analysis shown below gives the comparison of the SEO campaign from March 2019 to August 2019 & from September 2019 to March 2020.

TRAFFIC REPORT

Overall Traffic



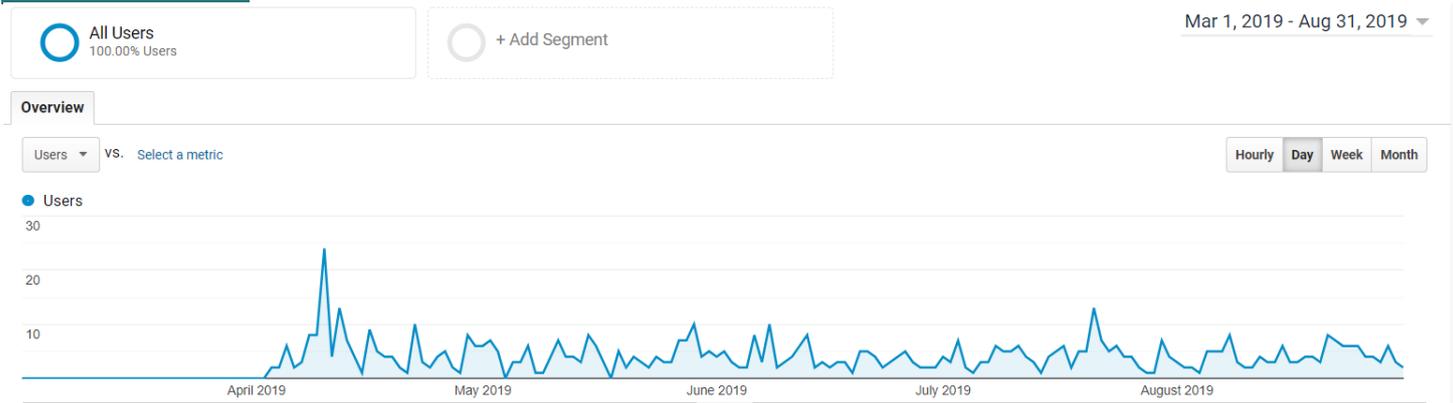
Visitors



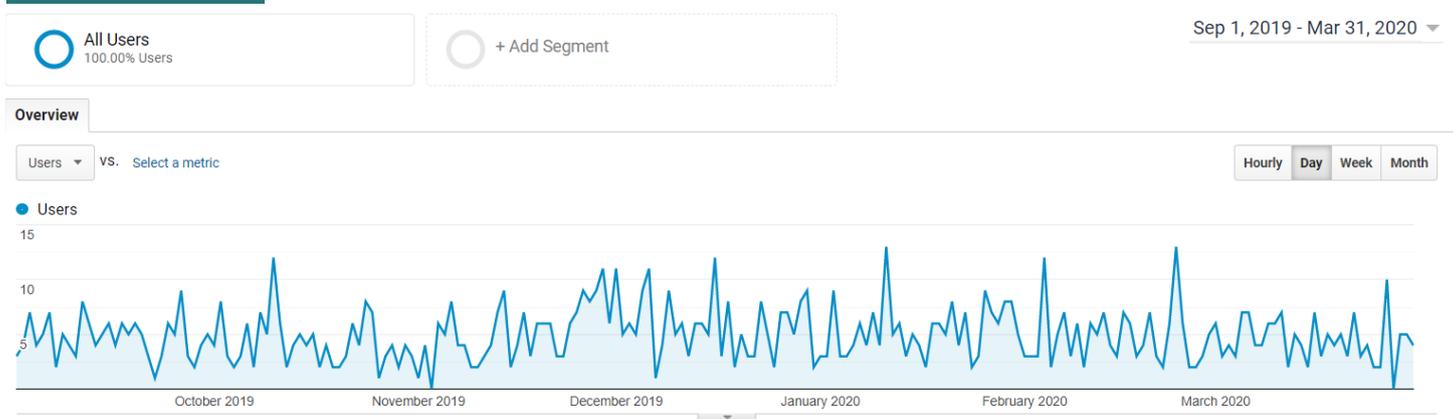
Organic Traffic



Before SEO



After SEO



CLICKS & IMPRESSIONS



Clicks

170%

171

290



Impressions

159%

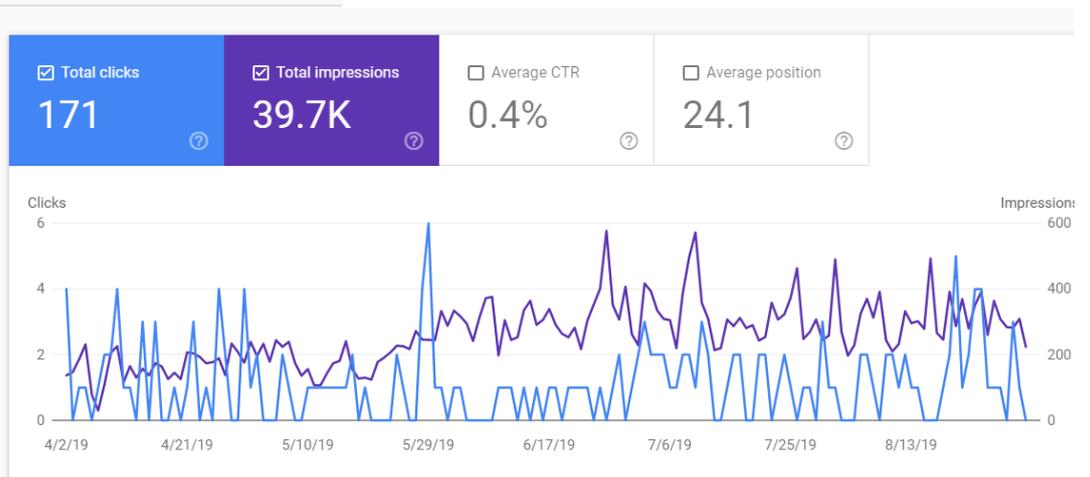
39703

63118

Before SEO

Search type: Web

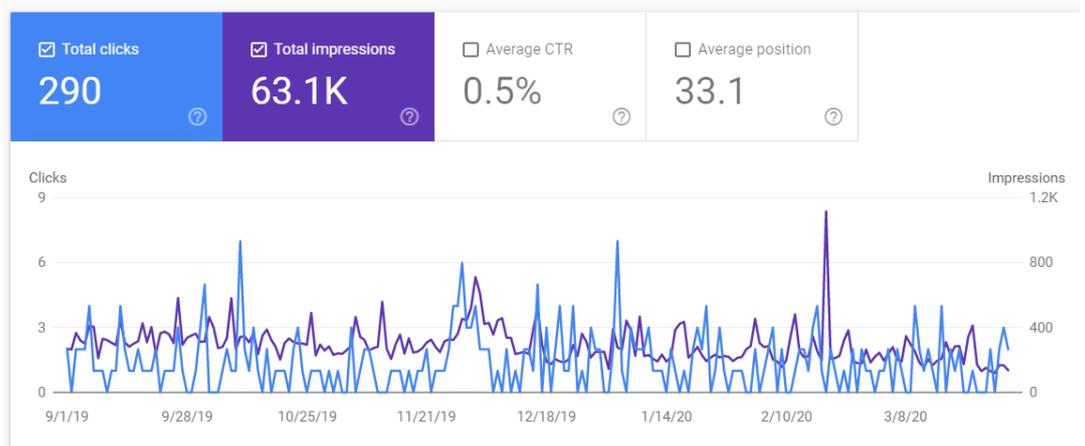
Date: Mar 1, 2019-Aug 31, 2019



After SEO

Search type: Web

Date: Sep 1, 2019-Mar 31, 2020



TOP KEYWORDS RANKING

Keywords	Current Ranking	Initial Ranking
Cheap data	15	NA
Data deals	11	NA
iPhone accessories	34	NA

Results that speak for itself

