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.

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.

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**

Before SEO: 5767 Visitors

After SEO: 8365 Visitors

Increase: 145%

**Organic Traffic**

Before SEO: 831 Visitors

After SEO: 1694 Visitors

Increase: 204%
CLICKS & IMPRESSIONS

After SEO

<table>
<thead>
<tr>
<th>Metric</th>
<th>Before SEO</th>
<th>After SEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Clicks</td>
<td>730</td>
<td>1,770</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>193K</td>
<td>321K</td>
</tr>
<tr>
<td>Average CTR</td>
<td>0.4%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Average Position</td>
<td>50.6</td>
<td>45.2</td>
</tr>
</tbody>
</table>

Clicks increased by 242% from 730 to 1,770.
Impressions increased by 166% from 193,281 to 321,127.

Search type: Web
Date: Sep 1, 2019-Dec 31, 2019

Search type: Web
Date: Jan 1, 2020-Apr 30, 2020
## TOP KEYWORDS RANKING

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Current Ranking</th>
<th>Initial Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>ecotech</td>
<td>1</td>
<td>63</td>
</tr>
<tr>
<td>print solutions</td>
<td>4</td>
<td>67</td>
</tr>
<tr>
<td>Kyocera M813ocidn</td>
<td>7</td>
<td>55</td>
</tr>
<tr>
<td>Brother hl-1210w Toner</td>
<td>8</td>
<td>56</td>
</tr>
<tr>
<td>Australian Print Solutions</td>
<td>8</td>
<td>78</td>
</tr>
<tr>
<td>printer shop</td>
<td>9</td>
<td>NA</td>
</tr>
</tbody>
</table>

Results that speak for itself

- **CONVERSION RATE**: +100%
- **REVENUE**: +100%
- **PAGE VIEWS**: +114%
- **TIME ON SITE**: +70%
- **BOUNCE RATE**: -13%