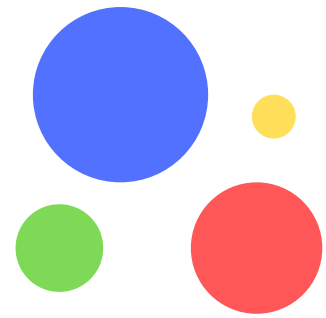


CASE STUDY

MEDIAMAGIC & SERVICEOBJECTS



Services: SEO (Search Engine Optimization) Premium Plan Services



Industry: B2B SaaS (Software as a Service)



Objective: Drive 30% more organic traffic to serviceobjects.com over 6 months, clean up bad links and 100s of product page links consolidated, internal "on-page" SEO, and create and optimize "off-page" SEO and backlinking to drive higher quality traffic for our Client. Keywords also needed to be updated and optimized for "commercial intent" rankings, keyword difficulties, and frequencies in their industries and markets in the USA.



Website: www.serviceobjects.com





PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

ServiceObjects had 100s of old product page links that were duplicated, duplicate content, broken links, irrelevant, and disorganized content on its website. Traffic had also dropped dramatically before MediaMagic took on this project to help them.

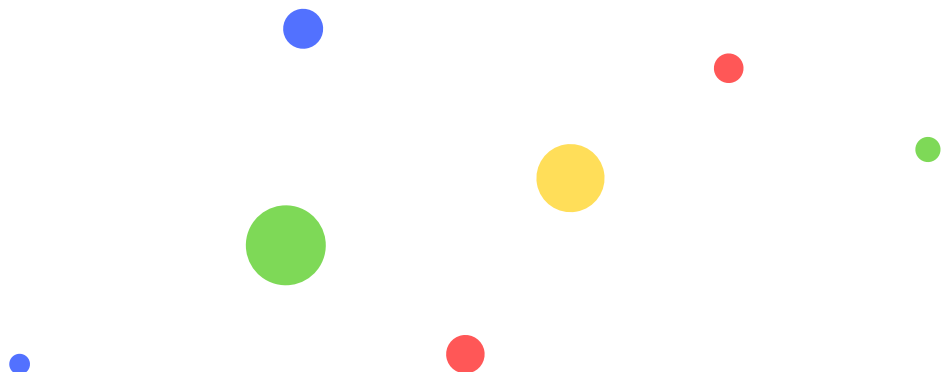
SOLUTION AND RESULTS



MediaMagic provided highly skilled SEO services to 1st: clean up and optimize all "on-page" SEO website content, links, product pages, other pages that were obsolete, and internal links and references.

Then we submitted new site maps we created, submitted to Google search indexing and ranking, and continued by creating high quality referring backlinks and referrals traffic to serviceobjects.com

The outcome was much higher traffic(30%+) and higher rankings for their keywords.



ANALYTICS PERFORMANCE OVERVIEW

Mar 1, 2022 - Mar 31, 2022

Users 10,050 ↑ 16.0%	Sessions 10,926 ↑ 15.1%	Pageviews 14,397 ↑ 16.6%	Avg. Session Duration 00:00:39 ↑ 0.2%	Bounce Rate 85.5% ↓ -0.3%
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Organic Traffic from various Channels

Default Channel Grouping	Users	Sessions	Pageviews	Avg. Session Duration	Bounce Rate
Organic Search	10,050	10,926	14,397	00:00:39	85.53%
Direct	2,980	3,214	4,117	00:00:31	89.7%
Referral	258	543	1,801	00:05:50	55.99%
Social	62	63	70	00:00:11	92.06%
Email	19	71	208	00:03:43	43.66%

Organic Traffic from various Sources

Source / Medium	Users	Sessions	Pageviews	Avg. Session Duration	Bounce Rate
google / organic	8,888	9,693	12,805	00:00:39	85.72%
bing / organic	791	825	1,057	00:00:38	84.24%
duckduckgo / organic	212	234	326	00:00:52	82.05%
yahoo / organic	119	122	150	00:00:33	83.61%
baidu / organic	26	26	26	00:00:00	100%

Organic Traffic according to various countries

Country	Users	Sessions	Pageviews	Avg. Session Duration	Bounce Rate
United States	5,341	5,814	7,951	00:00:41	82.32%
India	942	1,026	1,485	00:00:56	87.72%
Canada	615	683	931	00:00:36	85.8%
United Kingdom	413	436	520	00:00:24	89.68%
Australia	252	268	304	00:00:39	91.42%
Philippines	170	189	236	00:00:35	86.77%
Germany	133	139	170	00:00:33	87.77%
Singapore	93	99	106	00:00:17	92.93%
France	82	86	96	00:00:09	93.02%
Malaysia	80	82	90	00:00:46	90.24%

GOOGLE SEARCH CONSOLE STATISTICS

Mar 1, 2022 - Mar 31, 2022

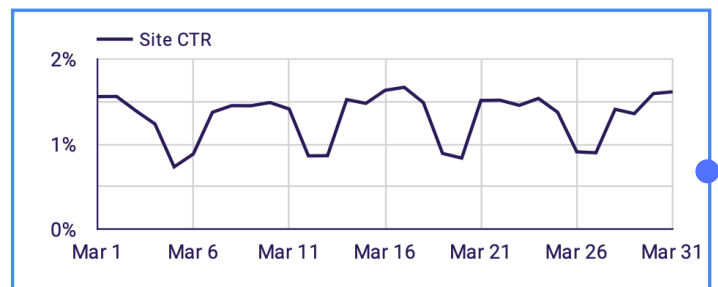
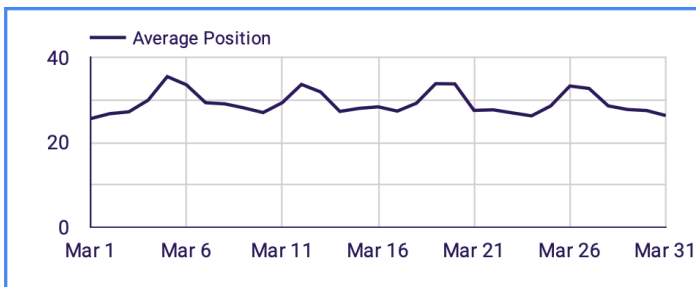
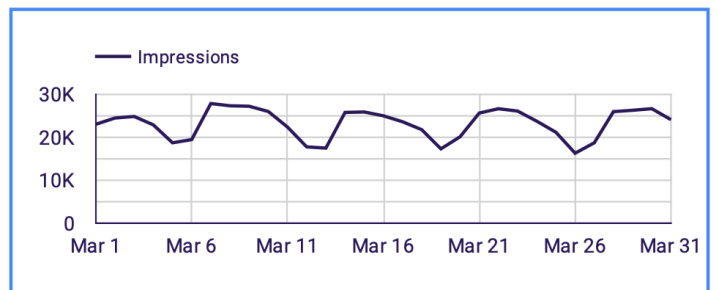
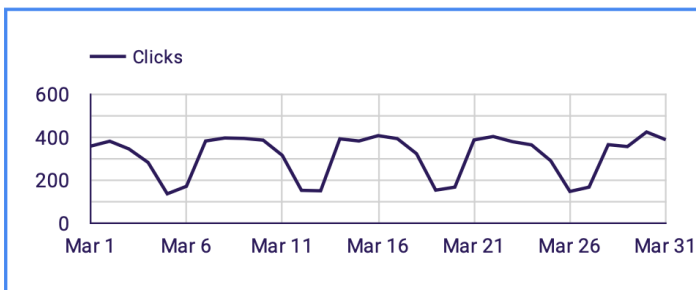
Clicks
9.8K
↑ 20.3%

Impressions
720.8K
↑ 16.2%

Average Position
29.0
↓ -0.4%

Site CTR
1.4%
↑ 3.6%

Device Categ...	Clicks ▾	% Δ	Impressions	% Δ	Site CTR	% Δ	Average P...	% Δ
DESKTOP	7,219	18.0% ↑	491,329	15.4% ↑	1.47%	2.2% ↑	33.45	0.3% ↑
MOBILE	2,471	27.0% ↑	224,757	18.2% ↑	1.1%	7.5% ↑	19.47	-2.5% ↓
TABLET	76	38.2% ↑	4,704	0.3% ↑	1.62%	37.7% ↑	12.65	17.7% ↑



WEBSITE STATUS REPORT

Current Statistics of website ▾	February	March
1. Alexa Rank	536993	673127
2. Domain Authority	40	40
3. Moz Rank	4.9	4.9
4. Page Authority	49	49



WHERE DO YOU WANT TO GROW YOUR BUSINESS TODAY?

www.teammediamagic.com

GOOGLE RANKING REPORT

Mar 1, 2022 - Mar 31, 2022

Sr. No. ^	Final Keywords	Targeting url	Before ...	28 Febr...	31 March
1	Lead Verification	https://www.serviceobjects.com/lead-validation/	0	20	4
2	International Address Validation	https://www.serviceobjects.com/address-validati...	11	25	6
3	Usps Address Validation Api	https://www.serviceobjects.com/address-validati...	10	61	8
4	Phone Number Lookup Api	https://www.serviceobjects.com/phone-insight/	14	46	9
5	Usps Address Verification Api	https://www.serviceobjects.com/address-validati...	18	77	9
6	Usps Address Validation	https://www.serviceobjects.com/address-validati...	13	34	10
7	International Address Lookup	https://www.serviceobjects.com/address-insight/	62	51	10
8	Lead Validation	https://www.serviceobjects.com/lead-validation/	0	12	10
9	Usps Address Verification	https://www.serviceobjects.com/address-validati...	12	46	11
10	US Address Validation	https://www.serviceobjects.com/address-validati...	11	13	12
11	Geocode Address Lookup	https://www.serviceobjects.com/address-geocod...	0	21	19
12	Phone Exchange Lookup	https://www.serviceobjects.com/phone-insight/	56	32	20
13	Address Validation Services	https://www.serviceobjects.com/	32	23	22
14	Usps Change of Address Validation Code	https://www.serviceobjects.com/change-of-addr...	38	35	26
15	Reverse Business Phone Lookup	https://www.serviceobjects.com/phone-insight/	26	101	26
16	Address Auto Complete	https://www.serviceobjects.com/global-address-...	37	40	30
17	Reverse Phone Lookup Service	https://www.serviceobjects.com/phone-insight/	42	50	31
18	Usps Address Standardization	https://www.serviceobjects.com/change-of-addr...	33	14	35
19	Usps Standardized Address Lookup	https://www.serviceobjects.com/change-of-addr...	41	19	36
20	Phone Appending Services	https://www.serviceobjects.com/phone-insight/	96	93	37
21	Reverse Phone Lookup USA	https://www.serviceobjects.com/phone-insight/	53	0	42
22	Reverse Geocode Lookup	https://www.serviceobjects.com/address-geocod...	44	40	43
23	Geocoding Service	https://www.serviceobjects.com/address-geocod...	51	0	44
24	Usps Address Correction	https://www.serviceobjects.com/address-detecti...	68	63	46
25	Longitude And Latitude Coordinates for Ad...	https://www.serviceobjects.com/address-geocod...	0	0	47
26	Address To Latitude and Longitude	https://www.serviceobjects.com/address-geocod...	0	78	71
27	Usps Change Delivery Address	https://www.serviceobjects.com/change-of-addr...	66	37	74
28	Reverse Telephone Number Lookup	https://www.serviceobjects.com/phone-insight/	115	0	113
29	Reverse Geocoding Api	https://www.serviceobjects.com/address-geocod...	0	0	0
30	Latitude And Longitude Address Lookup	https://www.serviceobjects.com/address-insight/	0	0	0



WHERE DO YOU WANT TO GROW YOUR BUSINESS TODAY?

www.teammediamagic.com

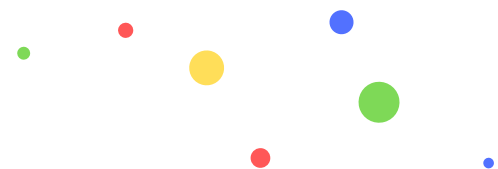
OVERALL PERFORMANCE SUMMARY & PLAN

Summary:

1. We were tracking the performance of 30 keywords this month and 28 keywords are ranking. Out of 30 keywords, 8 keywords are ranking on the 1st page and 4 keywords are ranking on the 2nd page in the month of March 2022 on the search result page.
2. Google Analytics:
 - In Google Analytics, the total number of users from Organic sources has increased by 6.47% in the month of March as compared to the previous period.
 - In Google Analytics, the total number of sessions from Organic sources has increased by 6.16% in the month of March as compared to the previous period.
 - In Google Analytics, the number of pageviews from Organic sources is has increased by 8.07% in the month of March as compared to the previous period.
 - In Google Analytics, the bounce rate has decreased by 0.3% in the month of March as compared to the previous period.
3. Google Search Console:
 - In the search console, the total number of clicks has increased by 20.3% in the month of March as compared to the previous period.
 - In the search console, the average Click-through-rate has increased by 3.6% in the month of March as compared to the previous period.
 - In the search console, the total number of impressions has increased by 16.2% in the month of March as compared to the previous period.
 - In the search console, the average position is has increased by 0.4% in the month of March as compared to the previous period.
4. We have created Meta tags and heading tags that include our keywords, to be implemented on the website.
5. We have created Bing places for the website including our service details.

Plan:

1. We will focus on those keywords that are not ranking in Google searches.
2. If you could provide us with new content such as Articles, Videos, and Images, then we can use them in our link-building activities.
3. We will be continuing with our SEO plan for link building activities and we will focus on Local & Industry Specific Link building activities in the month of April 2022
4. We are planning to create goals for analytics and set up events for Universal as well as Tag manager.



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 **30 MINUTE MEETING**



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