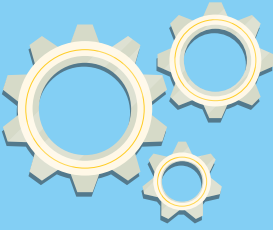




Onsite SEO.

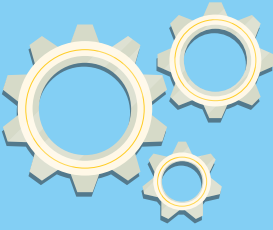
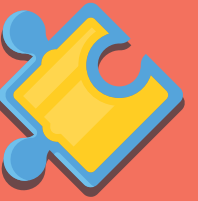
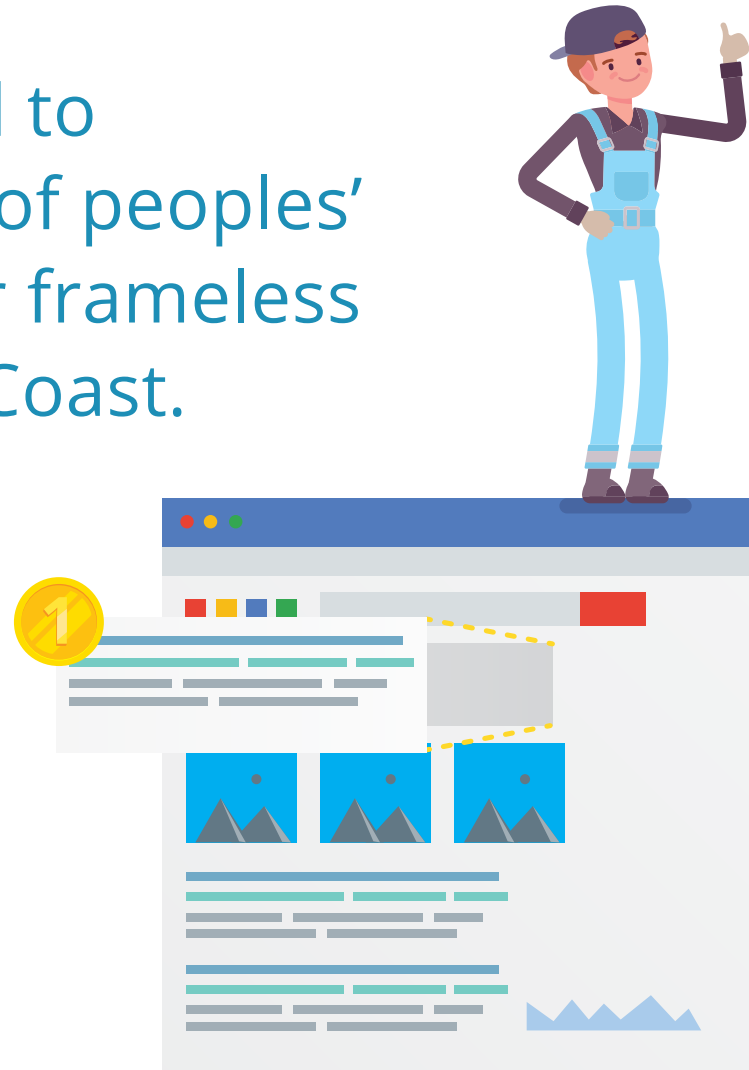
It doesn't matter if you're talking produce,
coffee beans or search engine rankings.
Organic is best.

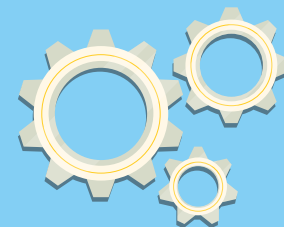


Here's what they wanted.

Coastline Frameless Glass wanted to organically rank on the first page of peoples' Google searches when looking for frameless glass solutions on NSW's Central Coast.

Sounds easy enough, right?





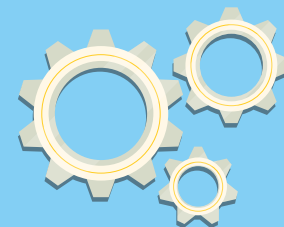
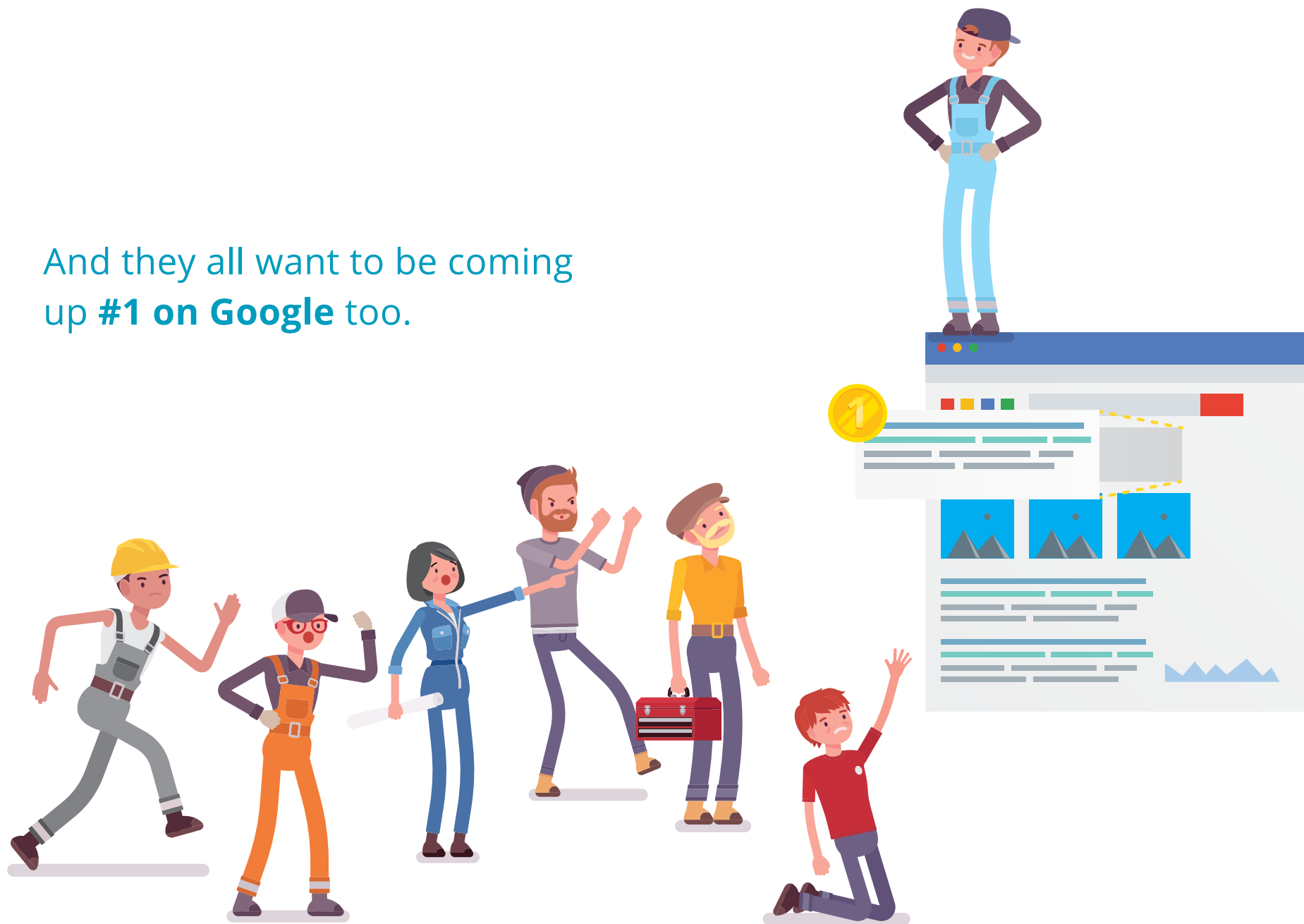
Wait. Hold on.

At the time of writing this, when you type in
frameless glass central coast nsw you get over -

62,800

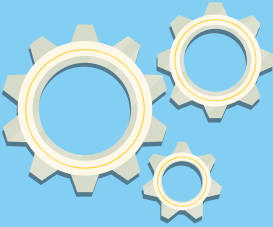
- search results from Google alone. That's a lot of competitors.

And they all want to be coming
up **#1 on Google** too.



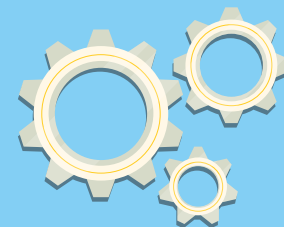
So what did we do to
beat them to it?

We got to work!



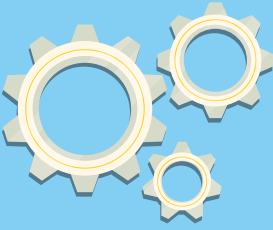
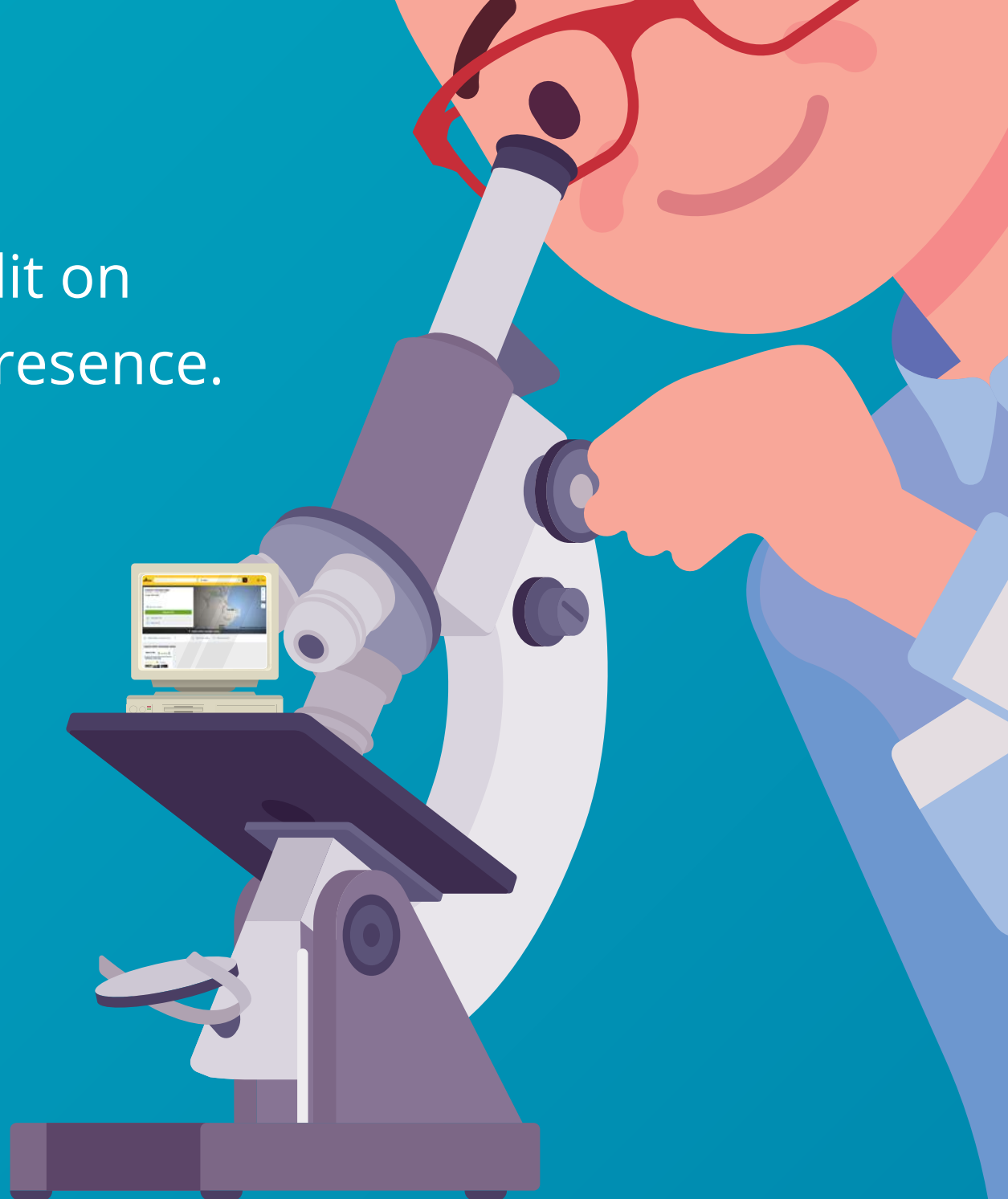
That meant starting
a conversation.

**And figuring out
their goals.**



Then we ran a full audit on
their existing online presence.

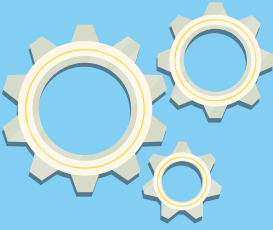
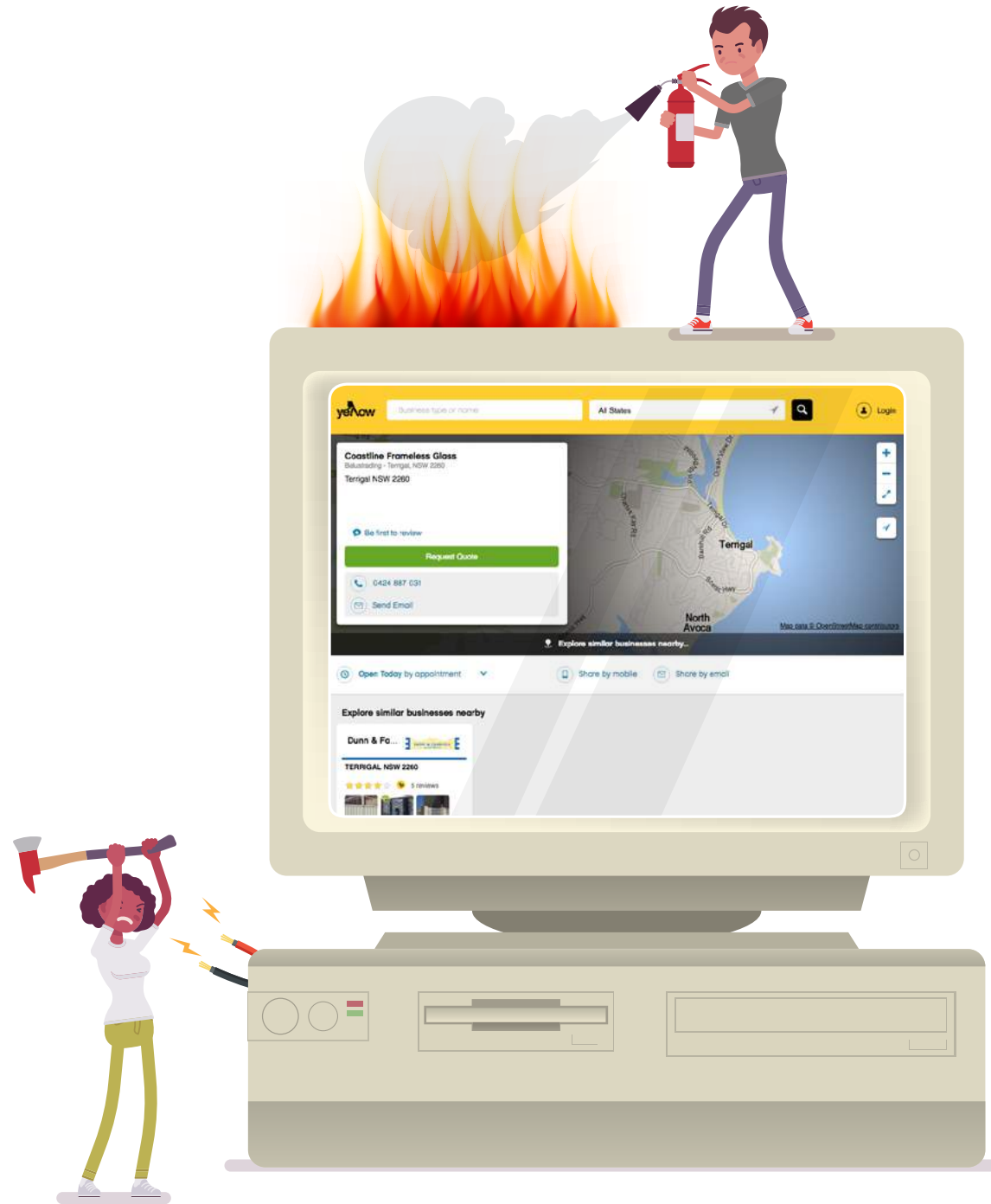
**Going over
it with a fine
toothed comb.**



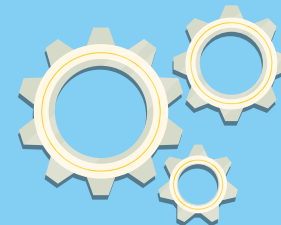
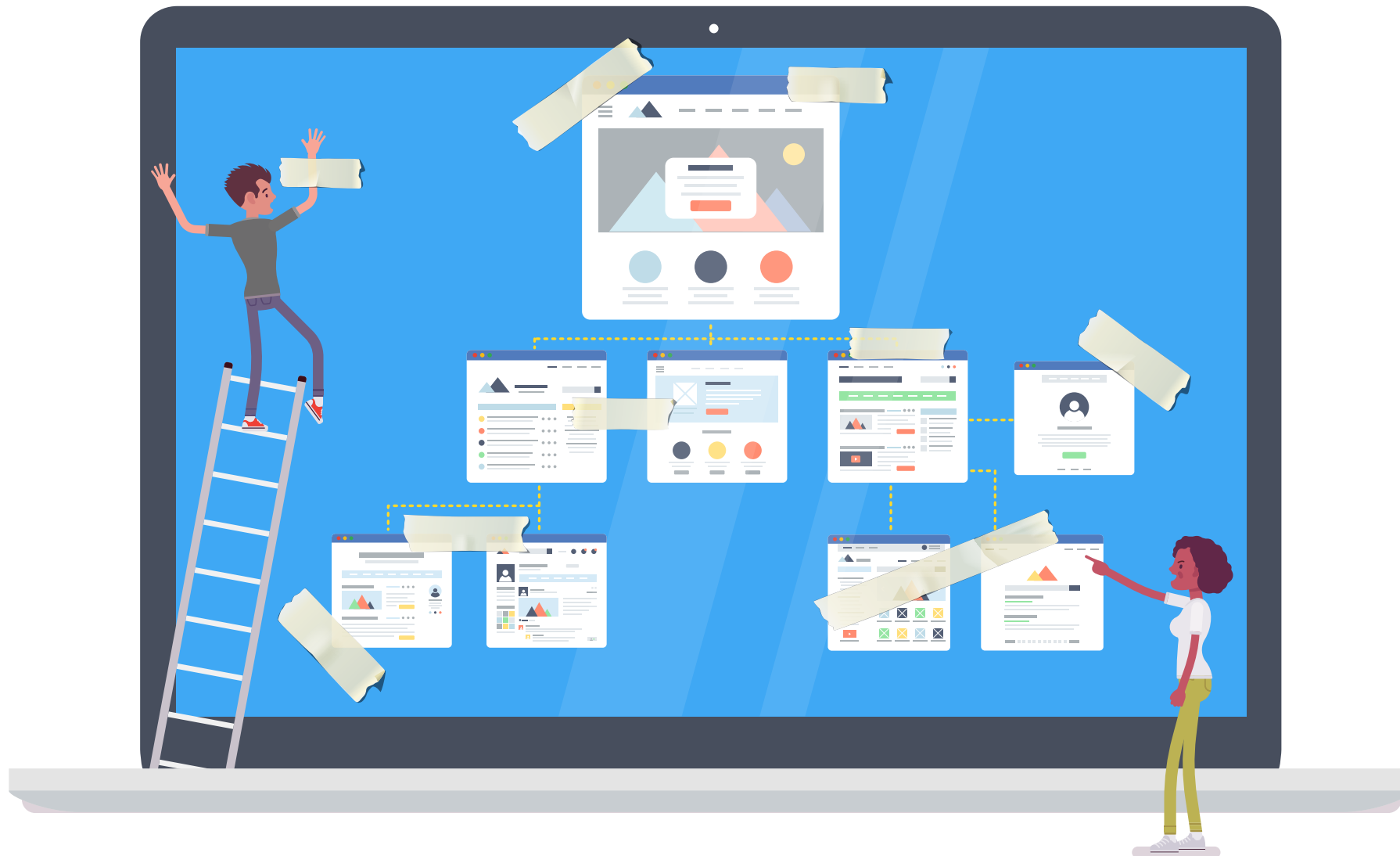
Optimising a site is
risky business.

If you don't know
what you're doing you
might do more harm
than good.

**Here's how we
got it under
control!**



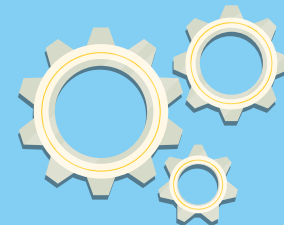
We developed and implemented
a brand new site structure.



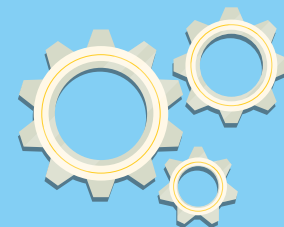
Google wants to see lots and lots of quality content.

By adding extra service pages and regular rolling blog content we've made it impossible for Google to ignore Coastline Frameless Glass' website.

It's all tip top quality and comprised of the stuff that their clients are interested in and actively searching for.



Here's how many pages
we've added so far.

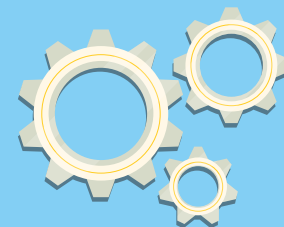




Our copywriters live to work.

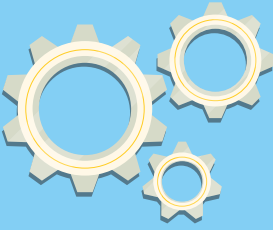
They've made sure every word of every page is tightly crafted and absolutely compelling.

It's like CFR is speaking directly to you!



That writing is also highly targeted.

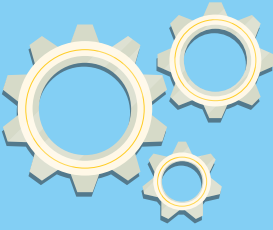
Before we committed a single word to page, we do a ton of research. We found keywords that ensure CFG comes up organically when people search on Google.



These took into account the services and various locations that CFG wanted to target among other factors.

We then worked these keywords organically through the copy of their website.

They have the effect of maximising search exposure with the audience that CFG wanted to capture.

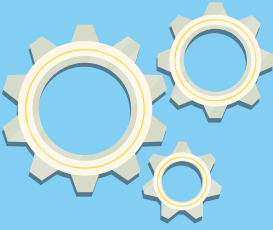


Google likes links.

If you have links from external websites directing to your own, Google makes the assumption that people must think you're pretty cool.

If you're cool with other people you're cool with Google. This phenomenon is called **page authority** and it's something you want to target.

That's why sites with a lot of links tend to appear more highly in people's search results.

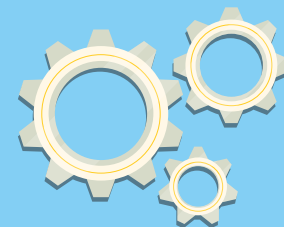




We've set it up so everyone is talking about CFG.

Now their website links out from local directories, relevant blogs, forums and informational sites.

Plus there's a ton of hype surrounding them on social media from happy customers singing their praises.

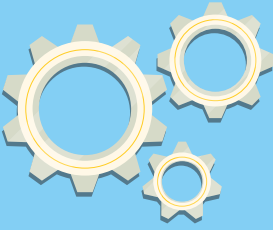




There are now

416

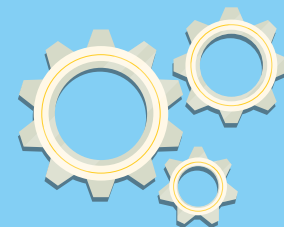
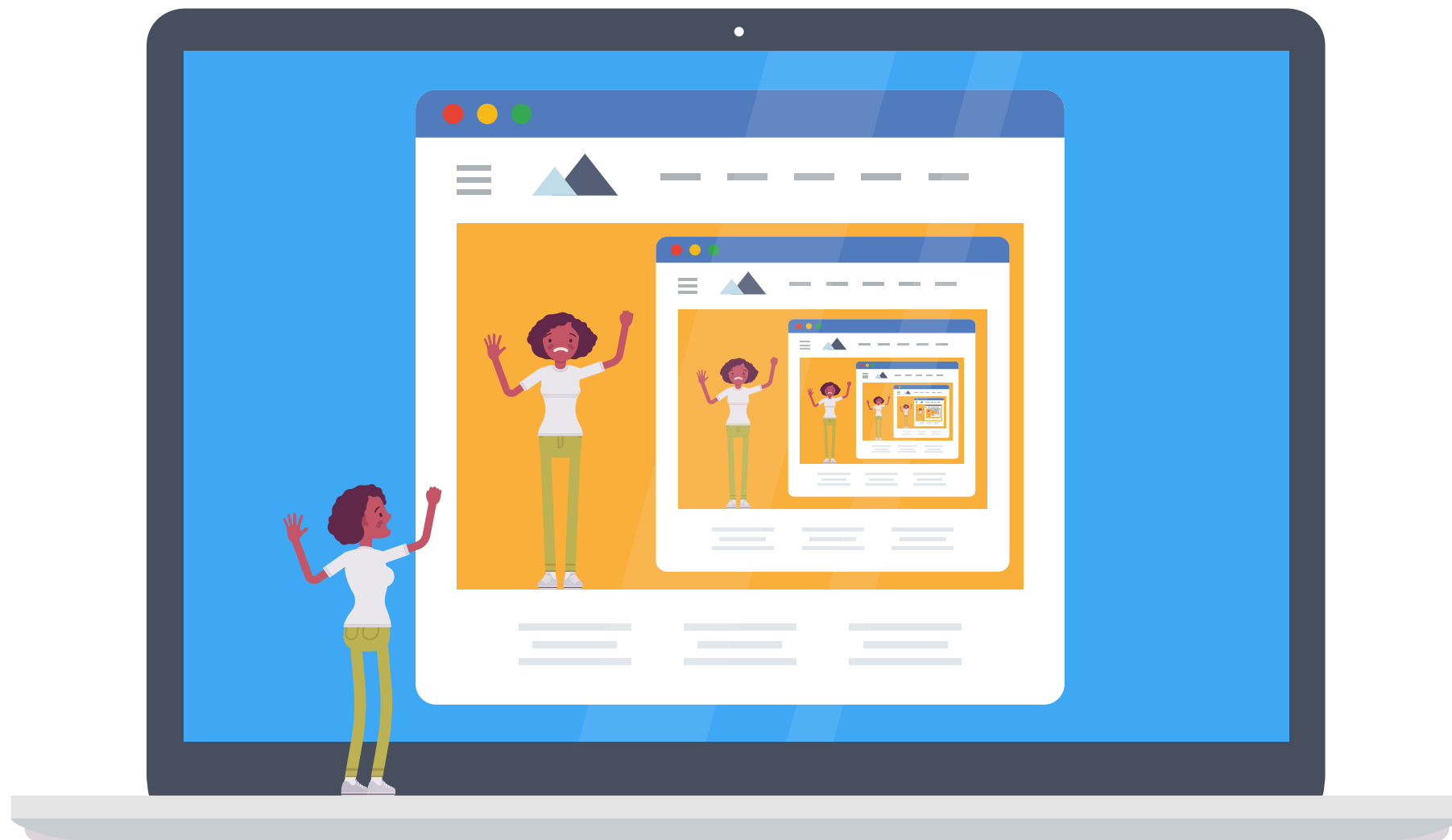
backlinks across the
internet directing people
to CFG's website.



We also optimised their website's own internal linking.

Now, when people visit their site, they can flow easily from page to page thanks to an abundance of available links.

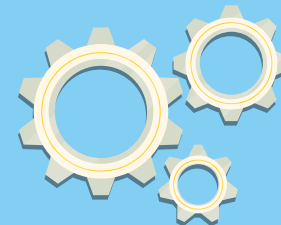
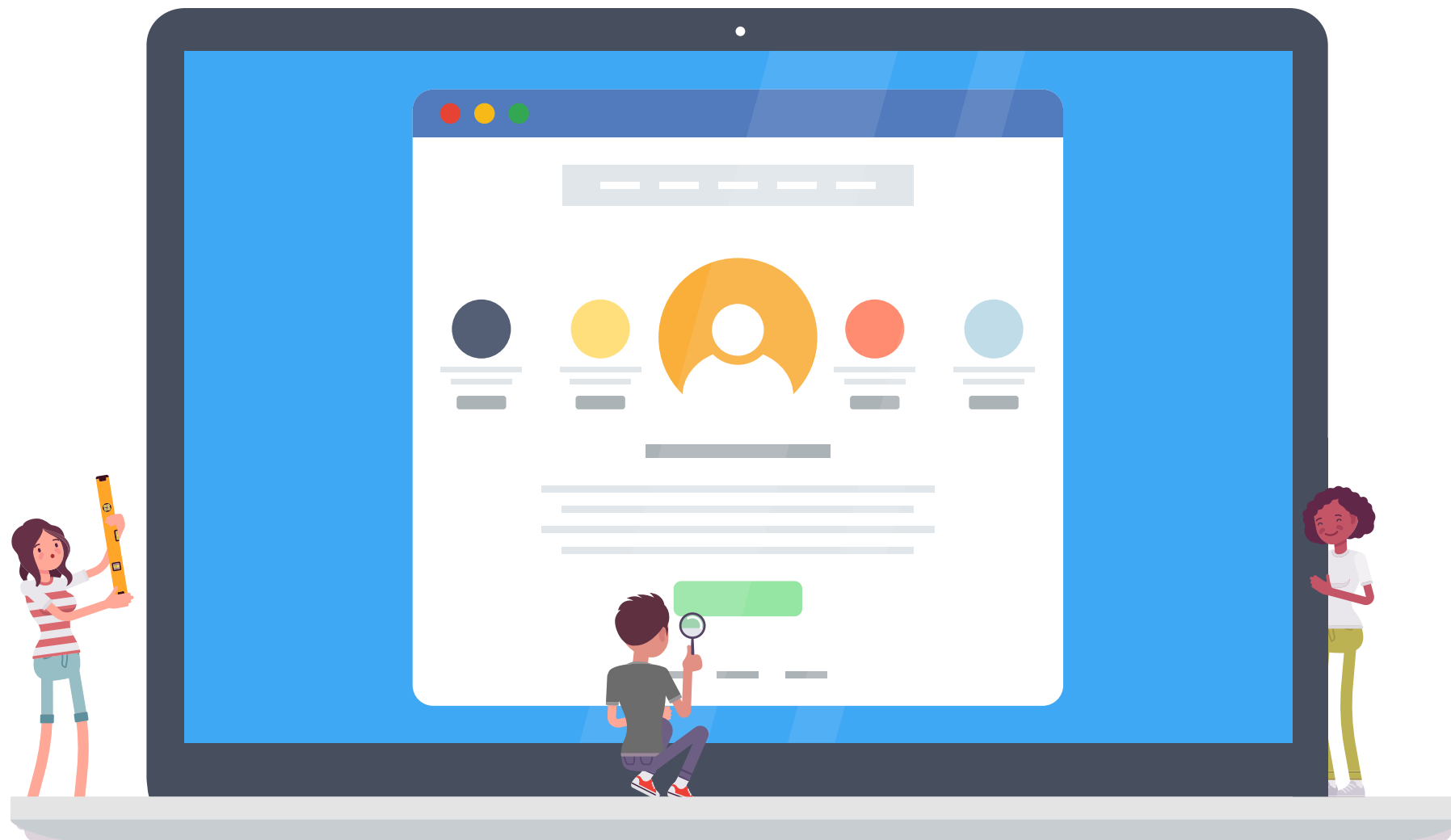
This improved the visitor experience while making it easier for Google to crawl their site and rate their content!



**We're always
monitoring their site,
keeping it error free.**

CFG takes pride in their work and so do we. Part of our service to them is being fully across every aspect of their site

for the lifetime of our relationship. If something isn't performing the way it should we've been there to fix it.



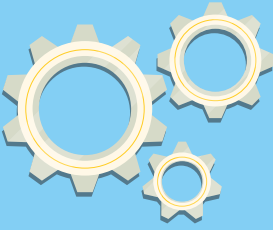
We're always looking for ways to do more for them.

The difference between coming up first or second on Google can come down to a matter of milliseconds.

Just like your viewers, Google hates waiting for your site to load. If your site loads quickly then that's points towards your sites **page authority**.

It's part of our core service to optimise every element on our client's sites to ensure their load time is as snappy as possible.

But we're always on the lookout for new ways to eek out the extra performance that our clients need.



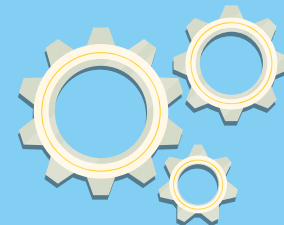


That's why, for us, site optimisation isn't finished until we've got a website working fully on mobile.

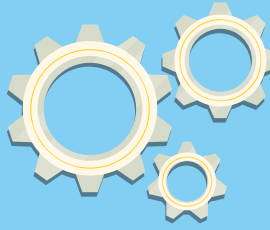
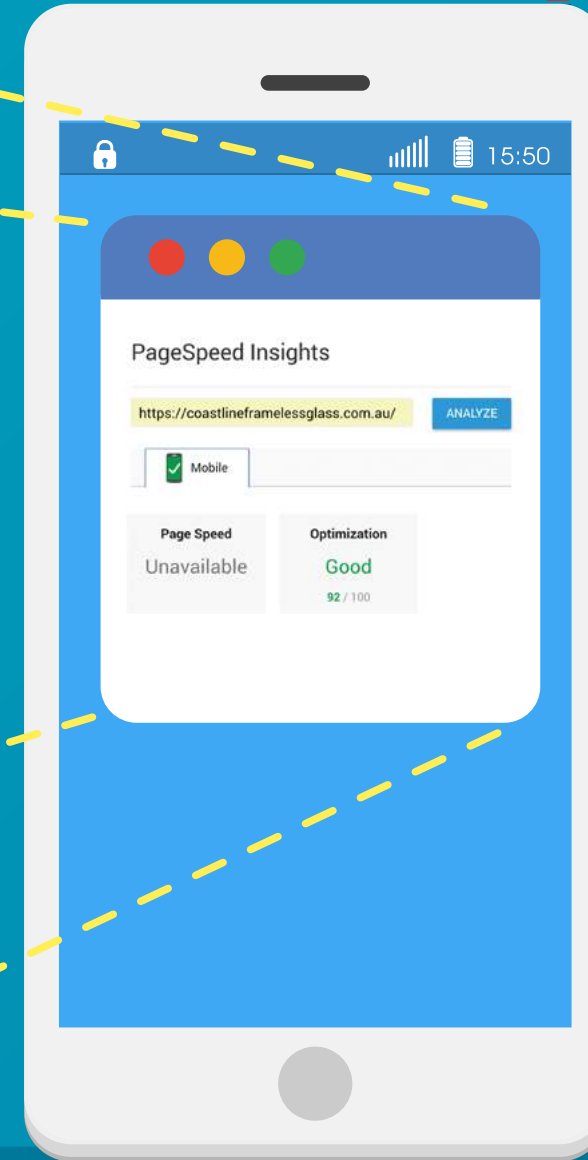
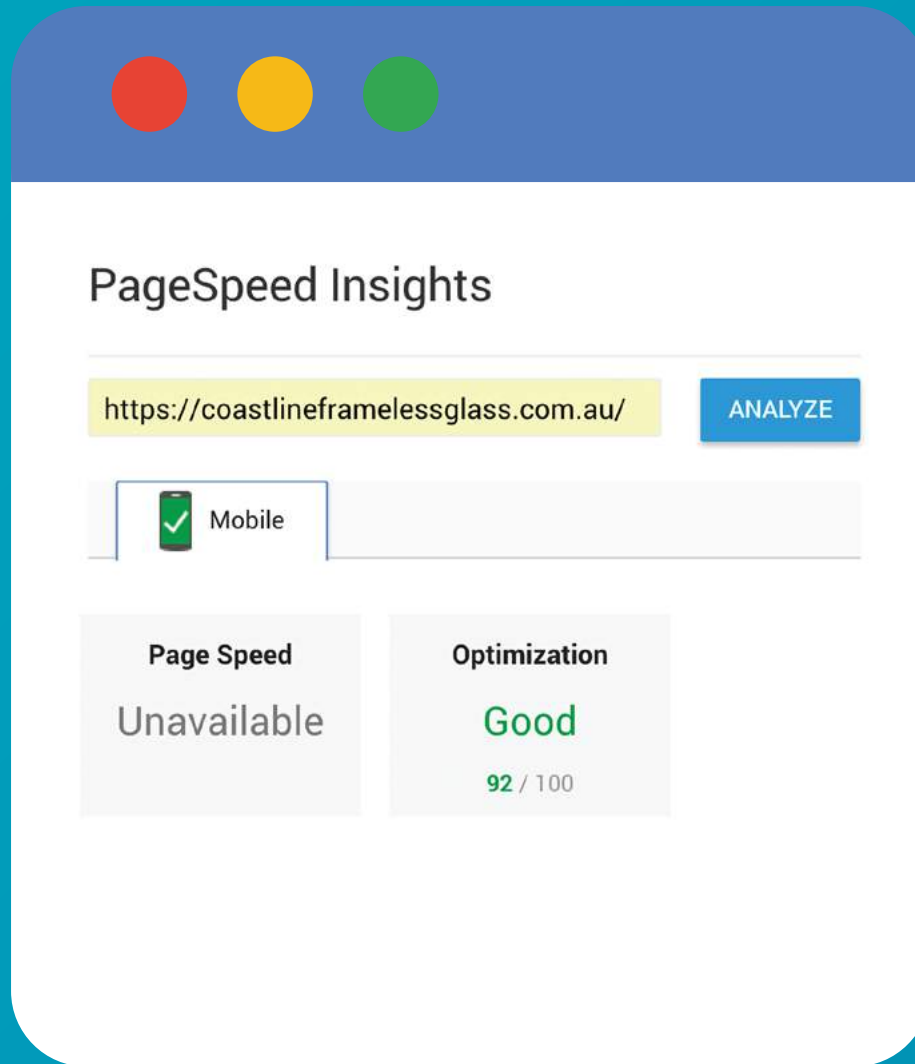
Mobile friendliness is a key factor in determining how well Google will rank your site

That's why we've put in the effort to ensure every page of CFG's site functions perfectly, no matter the size of the screen that it's viewed on.

Now they're flying!



Good just got great!



Now CFG has 8 major keywords ranking in the top 3 on Google.

That’s pretty amazing when you consider that when they signed with us 3 months ago they didn’t even have a website.

Now they’re skyrocketing up Googles rankings and winning 1st page results.

Through a massive team effort we’ve gotten them up there and we’re keeping them up there!

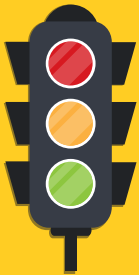
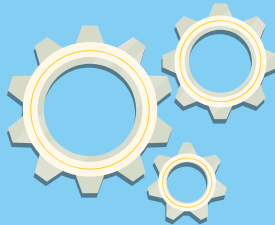
**Numbers accurate as of May 21st, 2018.*

coastline frameless glass keyword rankings | 🔍

Rankings Overview 1 - 46 (46) ⓘ

Buy more keywords + Add keywords

	Keyword	SERP Features	coastlineframelessglass.com.au		CPC	Vol.
			21 Apr	Diff		
1.	frameless glass balustrade	📍 ⭐ 📺 🛒	📍 1	0	n/a	10
2.	glass balustrade installation	📍 ⭐ 📺 🛒 📺	📍 1	0	n/a	10
3.	glass stair balustrade	📍 ⭐ 📺 🛒 📺	📍 2	0	1.87	10
4.	frameless glass railing	📍 ⭐ 📺 🛒 📺	📍 3	0	n/a	10
5.	frameless pool fencing	📍 ⭐ 📺 🛒 📺	📍 3	0	n/a	10
6.	frameless glass shower	📍 ⭐ 📺 🛒	📍 3	0	n/a	10
7.	glass balcony screens	📍 📺 🛒 📺 📺	📍 3	0	n/a	n/a
8.	frameless glass pool fencing	📍 ⭐ 📺 🛒 📺 📺	📍 3	0	12.31	10
9.	glass fence panels	📍 ⭐ 📺 🛒 📺	📍 5	0	3.50	10
10.	glass balustrades central coast	📍 ⭐ 📺 🛒 📺	11	0	4.05	10

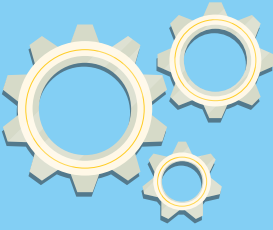
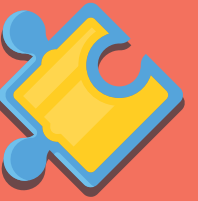


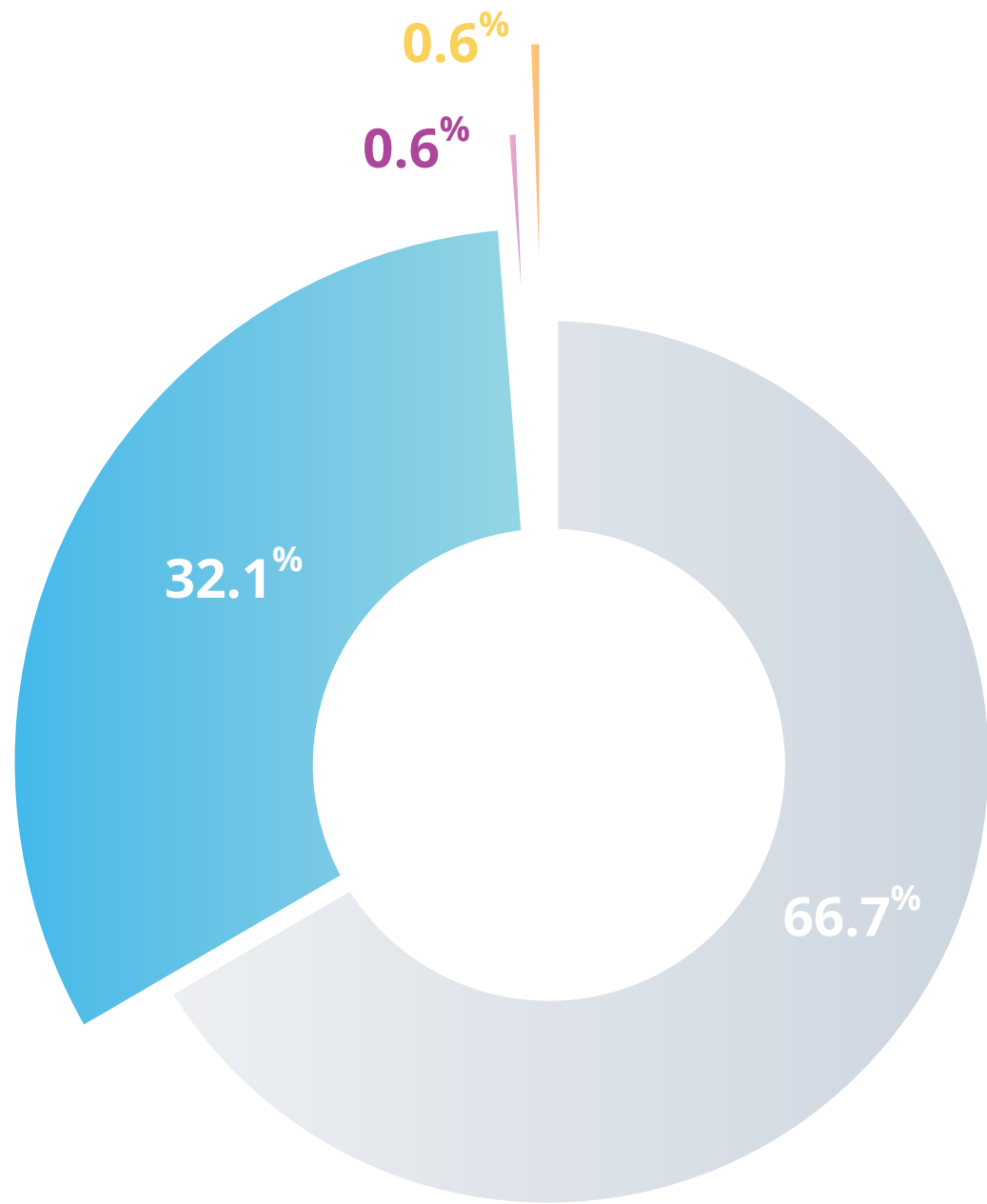
That's translating to traffic.

162

That's the number of times CFG's site
has been visited in the last 30 days.*

**Numbers accurate between the dates of Apr 22nd, 2018 and May 21st, 2018.*

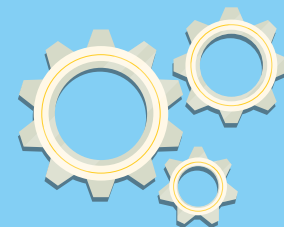


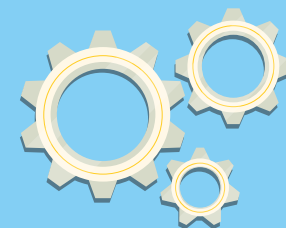


Visitor breakdown.

Vistor type - amount

- organic - 39
- direct - 96
- social - 1
- referral - 1





Let's take a closer look
at those numbers.

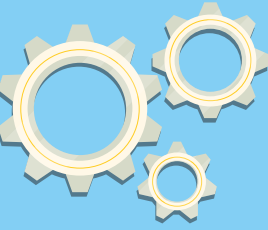
32.1%

That's the percentage of people visiting CFG's site who have never heard of them but who found them organically while searching for frameless glass on the Central Coast.

These organic leads account for a major portion of their site traffic and represent a huge opportunity for CFG to bring in business that they'd never have access to otherwise.

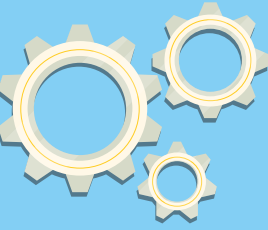
11

That's the number of conversions that CFG has made through their website in the last 30 days!





And that's the number of those conversions that were a result of organic traffic. That's the vast majority of conversions CFG made through their site!

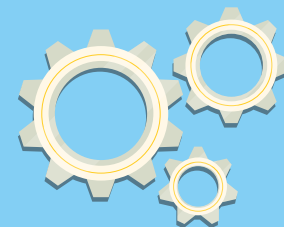




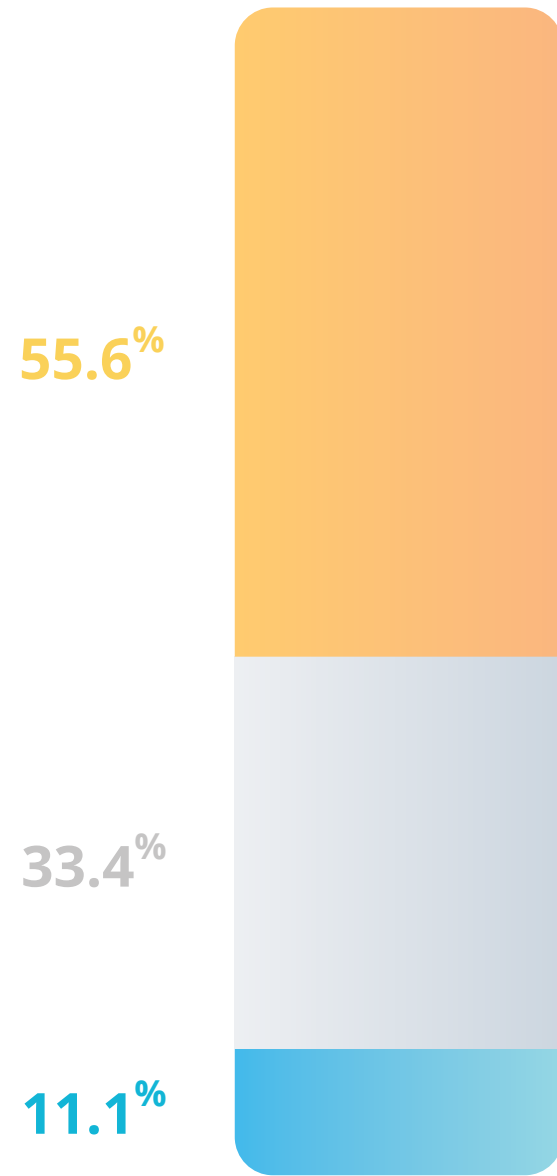
Let's put that another way...

81.81%

That's the percentage of conversions made through CFG's site that are a direct result of organic discovery.

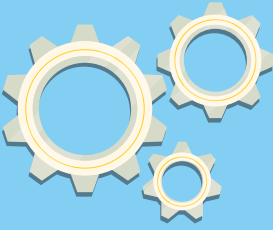


Conversion breakdown.

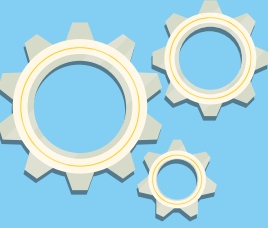


Conversion type - amount

- email - 1
- form - 3
- phone call - 5



And that's just the ones
we know of!

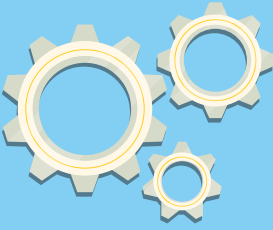


Based on the average lifetime value of each customer, organic leads through CFG's site have netted them business to the tune of -

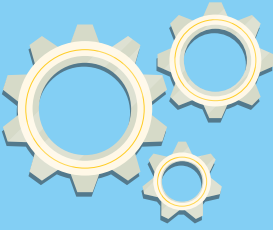
\$18,230

And that's just in the last 30 days.

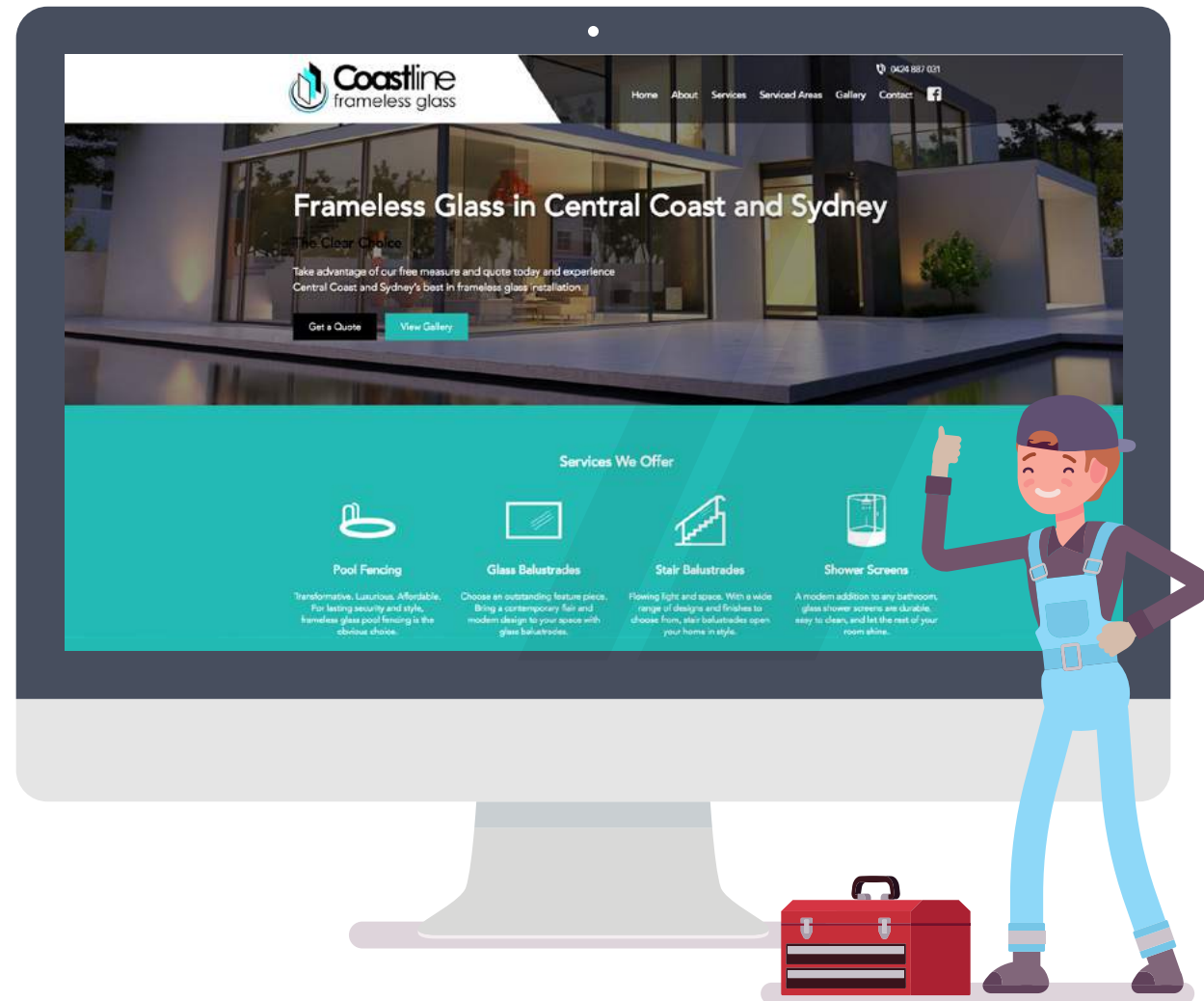
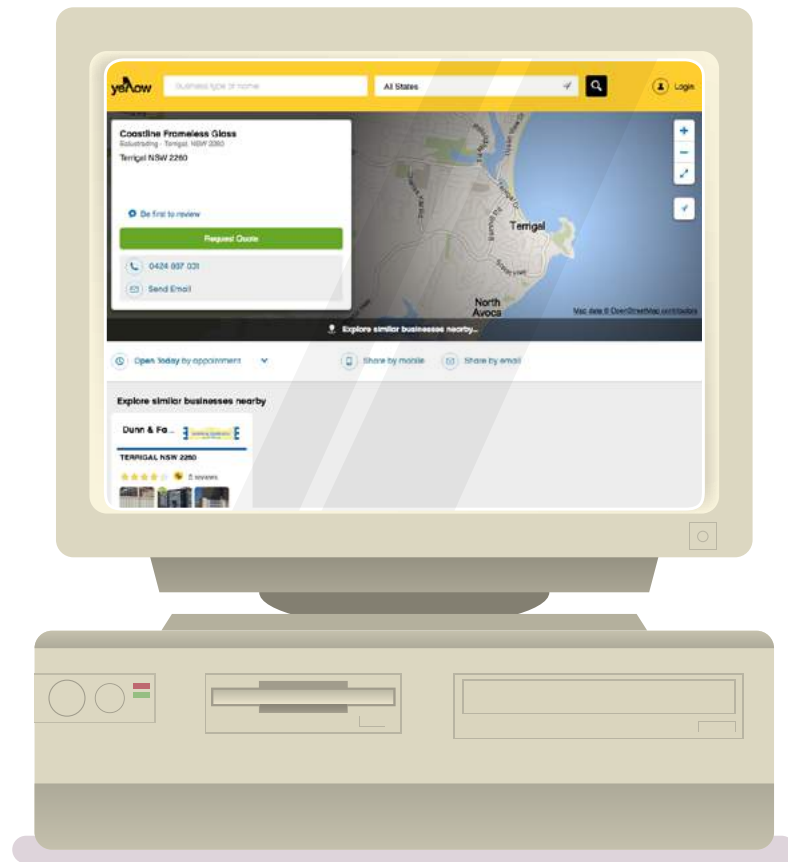
Imagine what SEO can do for their business across its lifetime.



So that's how we're working with
Coastline Frameless Glass and using SEO
to drive more business their way.

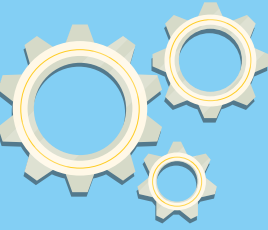


They've come a long way.
We're so proud of them!





**The smartest decision
you've yet to make.**





searchitlocal

We're good for business.

