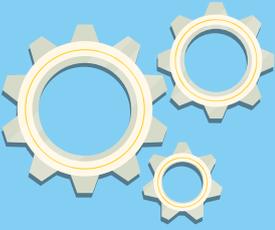


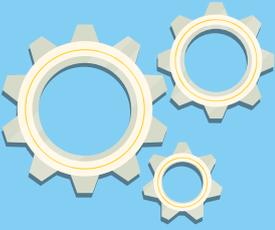


 *Fiona King*



Onsite SEO.

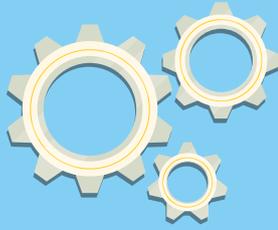
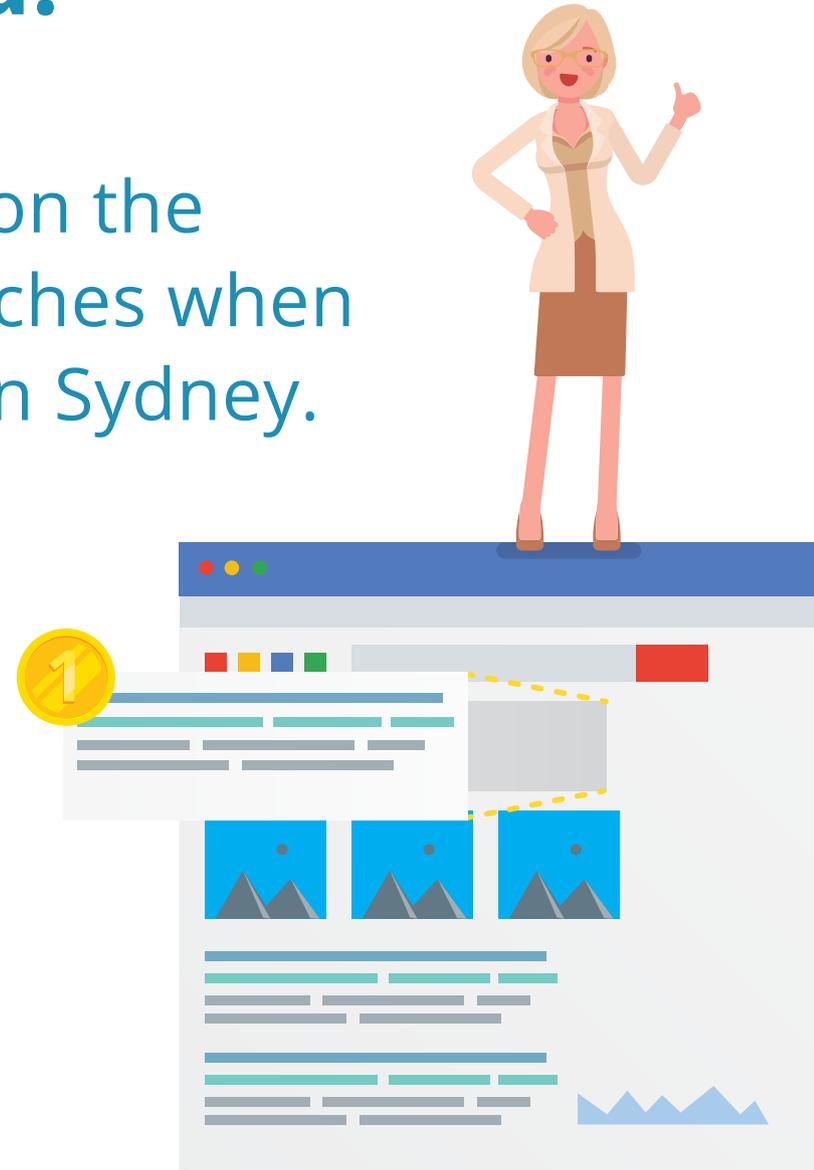
It doesn't matter if you're talking produce,
coffee beans or search engine rankings.
Organic is best.

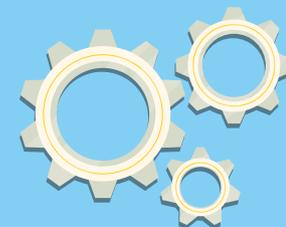


Here's what she wanted.

Fiona wanted to organically rank on the first page of peoples' Google searches when looking for a marriage celebrant in Sydney.

Sounds easy enough, right?



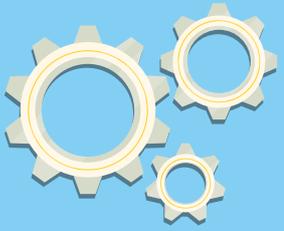


Wait. Hold on.

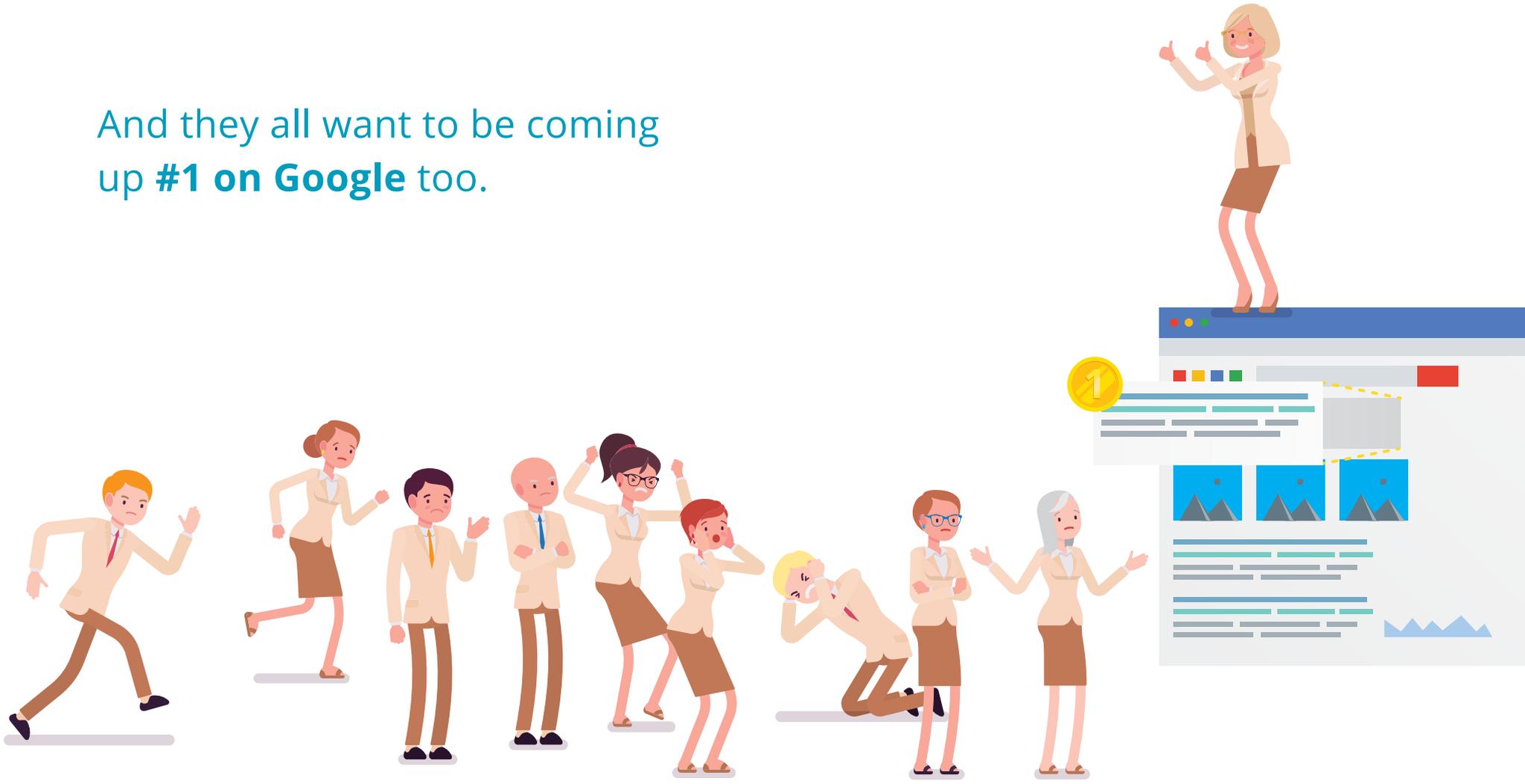
At the time of writing this there are exactly -

10,045

- registered marriage celebrants in NSW.

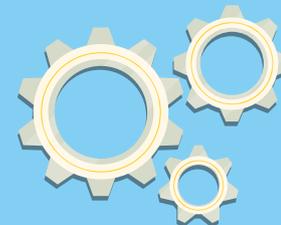


And they all want to be coming up **#1 on Google** too.



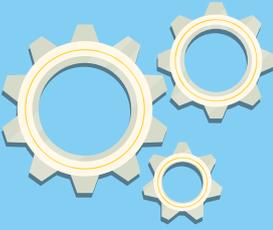
So what did we do to beat them to it?

We got to work!



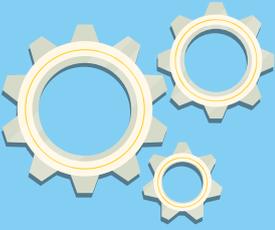
That meant starting
a conversation with Fiona.

**And figuring out
her goals.**



Then we ran a full audit on her existing site.

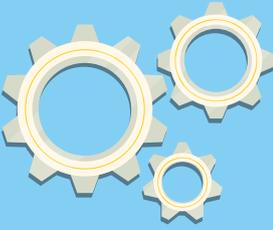
Going over it with a fine toothed comb.



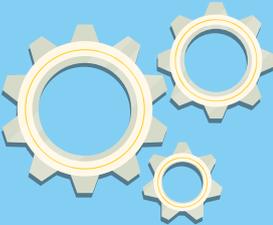
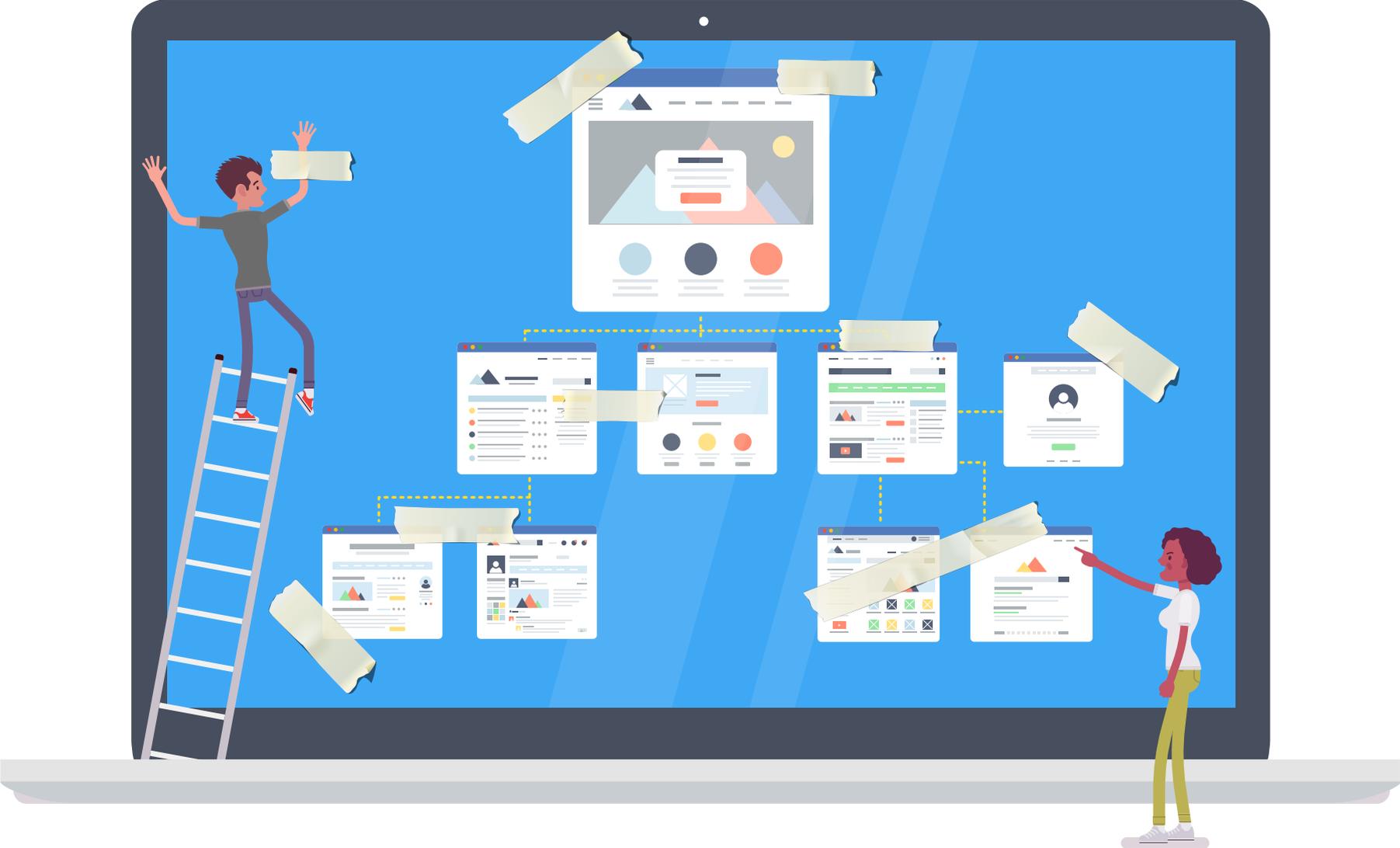
Optimising a site is risky business.

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

Here's how we got it under control!



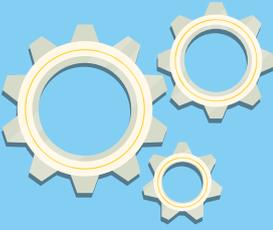
We completely
restructured her site.



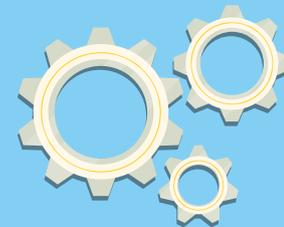
Google wants to see lots and lots of quality content.

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

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



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

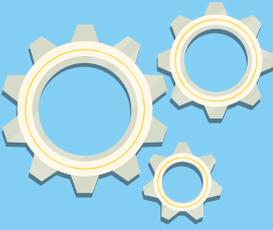




Our copywriters live to work.

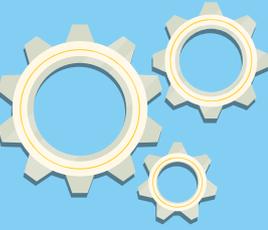
They've made sure every word of every page is tightly crafted and absolutely compelling.

It's like Fiona is speaking directly to you!



That writing is also highly targeted.

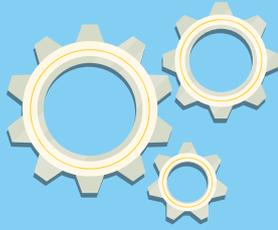
Before we committed a single word to page, we do a ton of research. We found keywords that ensure Fiona comes up organically when people search on Google.



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

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

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

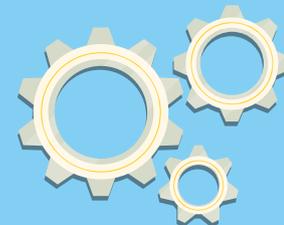


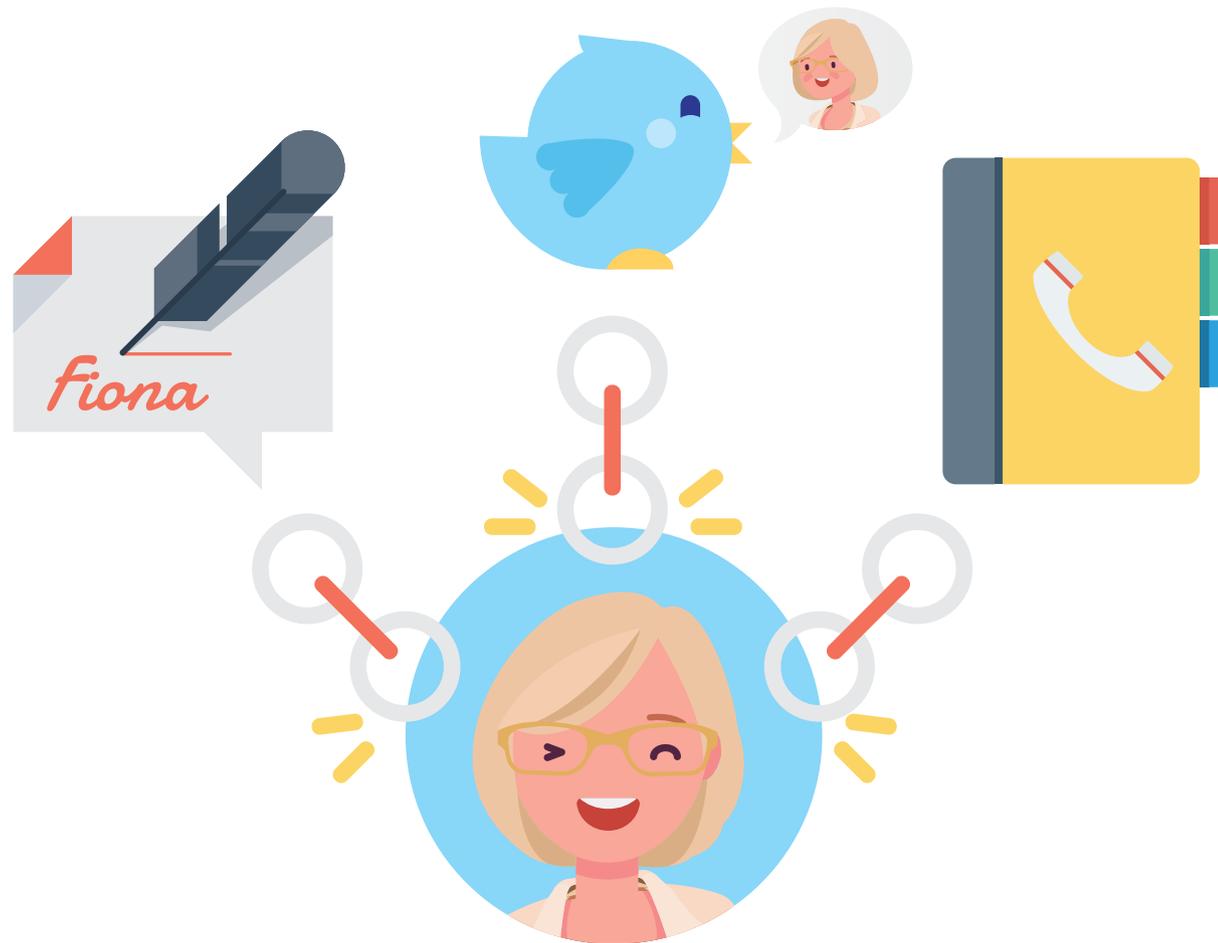
Google likes links.

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.

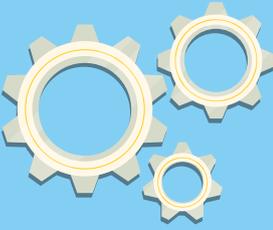




We've set it up so everyone is talking about Fiona.

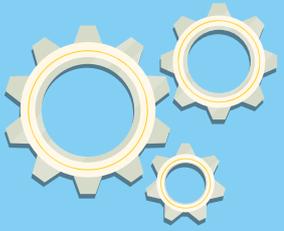
Now her website links out from local directories, relevant blogs, forums and informational sites.

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



There are now
595

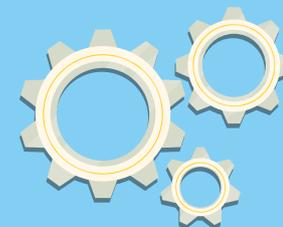
backlinks across the
internet directing people
to Fiona's website.



We also optimised her websites own internal linking.

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

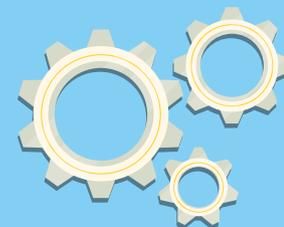
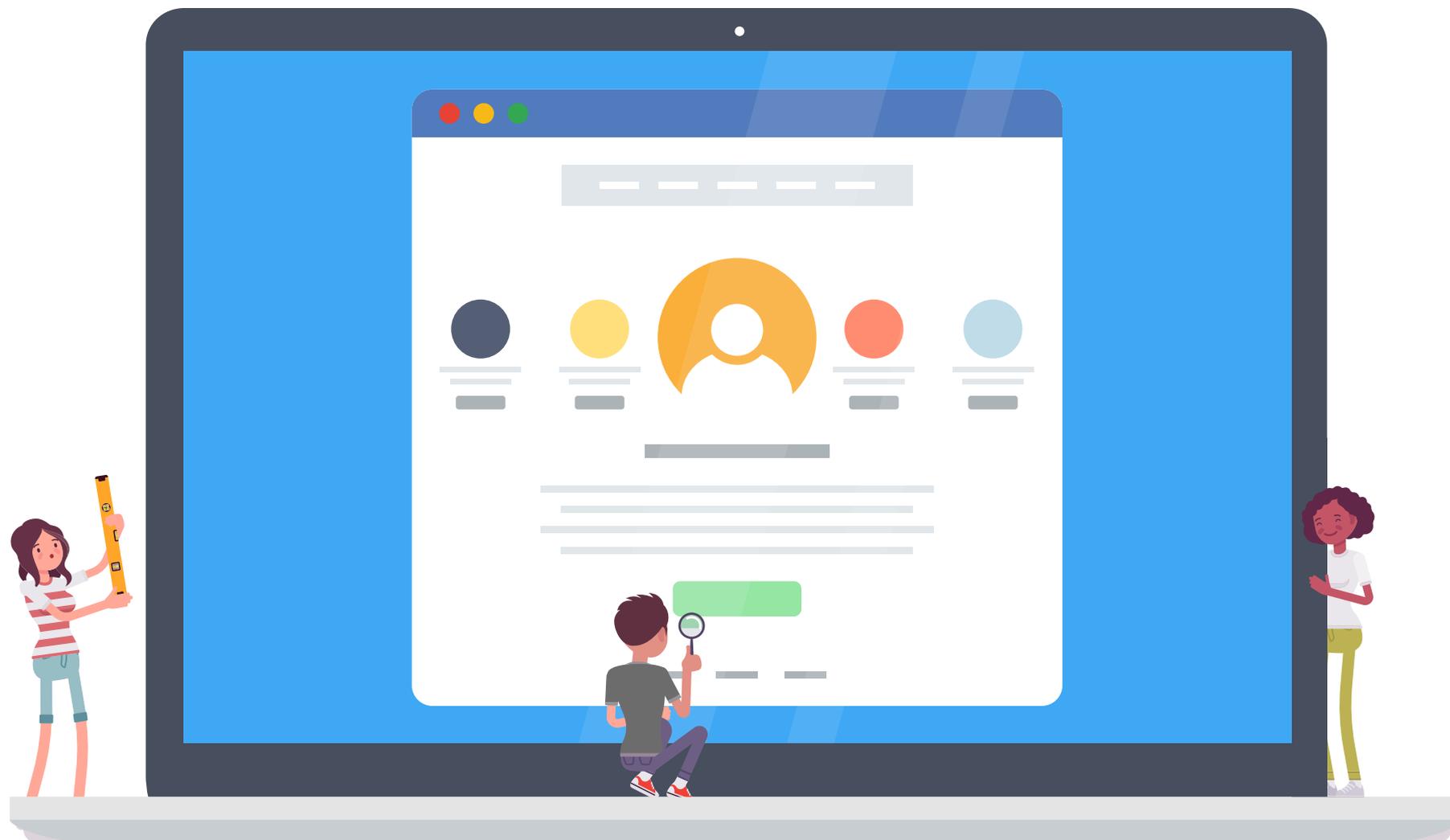
This improved her visitor experience while making it easier for Google to crawl her site and rate her content!



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

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

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



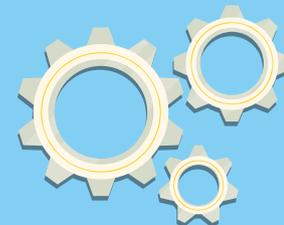
We're always looking for ways to do more for her.

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.

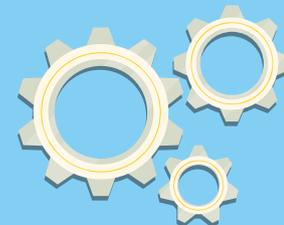




We dug around Fiona's site, ran some tests and concluded that she could get even better search results if she swapped over the hosting of her site to a new service.

The new host improved the load time of her site across the board. That translated to a better experience for her customers and higher rankings in search.

Now she's flying!



Good just got great!



PageSpeed Insights

<https://www.sydney-civil-celebrant.com.au/>

Device	Speed	Optimization
Mobile	Unavailable	Good (91 / 100)
Desktop	Unavailable	Medium (78 / 100)

PageSpeed Insights

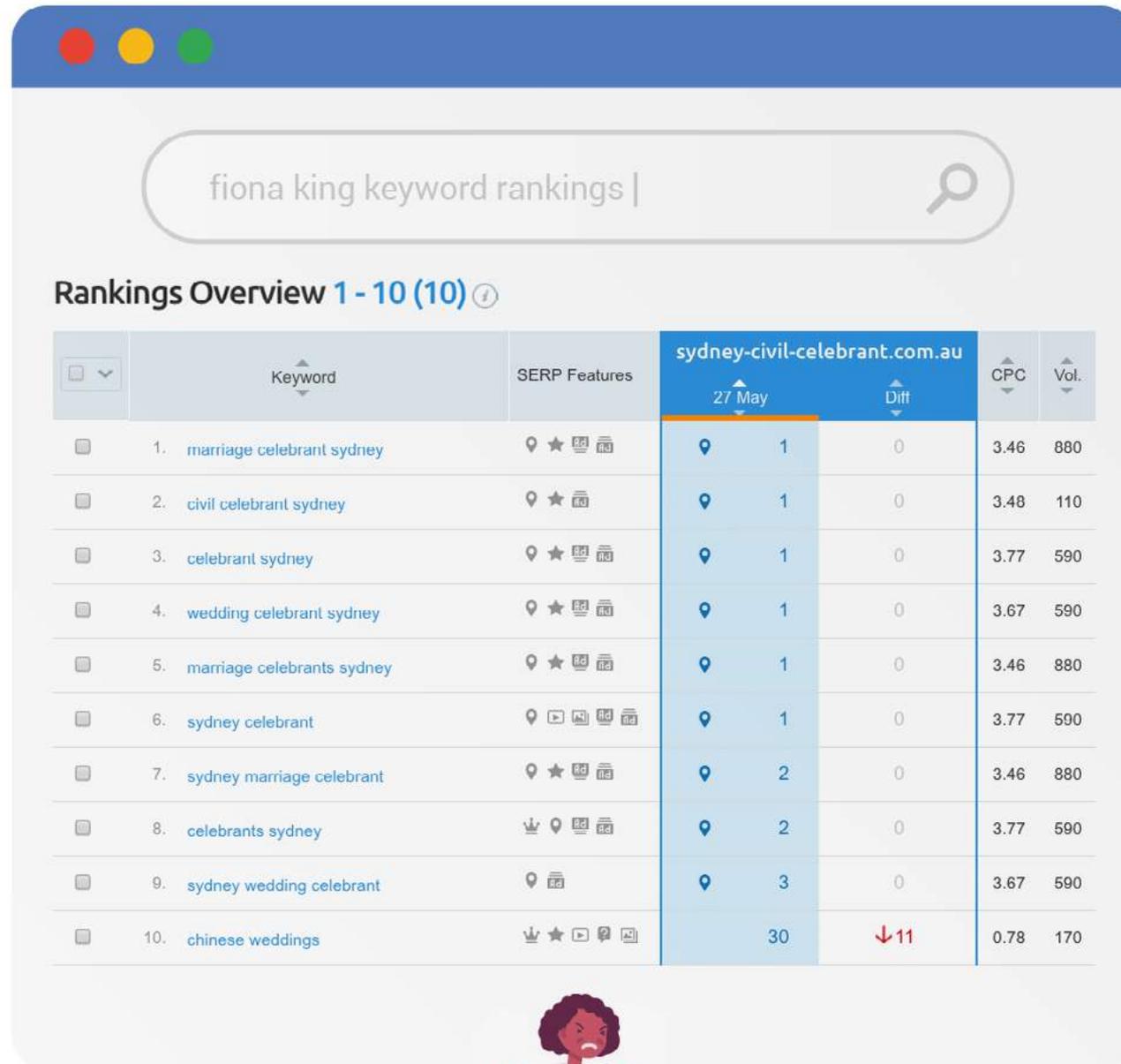
<http://fiona.kinsta.com/>

Device	Speed	Optimization
Mobile	Unavailable	Good (99 / 100)
Desktop	Unavailable	Good (87 / 100)



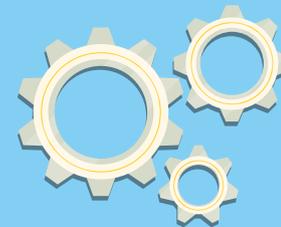
Now Fiona has 9 major keywords ranking in the top 3 on Google.

Through a huge team effort we've gotten her up there and we're keeping her up there!



Rankings Overview 1 - 10 (10)

	Keyword	SERP Features	sydney-civil-celebrant.com.au		CPC	Vol.
			27 May	Diff		
1.	marriage celebrant sydney	📍 ★ 📄 📄	📍 1	0	3.46	880
2.	civil celebrant sydney	📍 ★ 📄	📍 1	0	3.48	110
3.	celebrant sydney	📍 ★ 📄 📄	📍 1	0	3.77	590
4.	wedding celebrant sydney	📍 ★ 📄 📄	📍 1	0	3.67	590
5.	marriage celebrants sydney	📍 ★ 📄 📄	📍 1	0	3.46	880
6.	sydney celebrant	📍 📄 📄 📄 📄	📍 1	0	3.77	590
7.	sydney marriage celebrant	📍 ★ 📄 📄	📍 2	0	3.46	880
8.	celebrants sydney	👑 📍 📄 📄	📍 2	0	3.77	590
9.	sydney wedding celebrant	📍 📄	📍 3	0	3.67	590
10.	chinese weddings	👑 ★ 📄 📄 📄	30	↓11	0.78	170

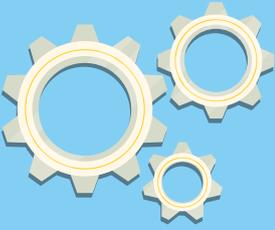


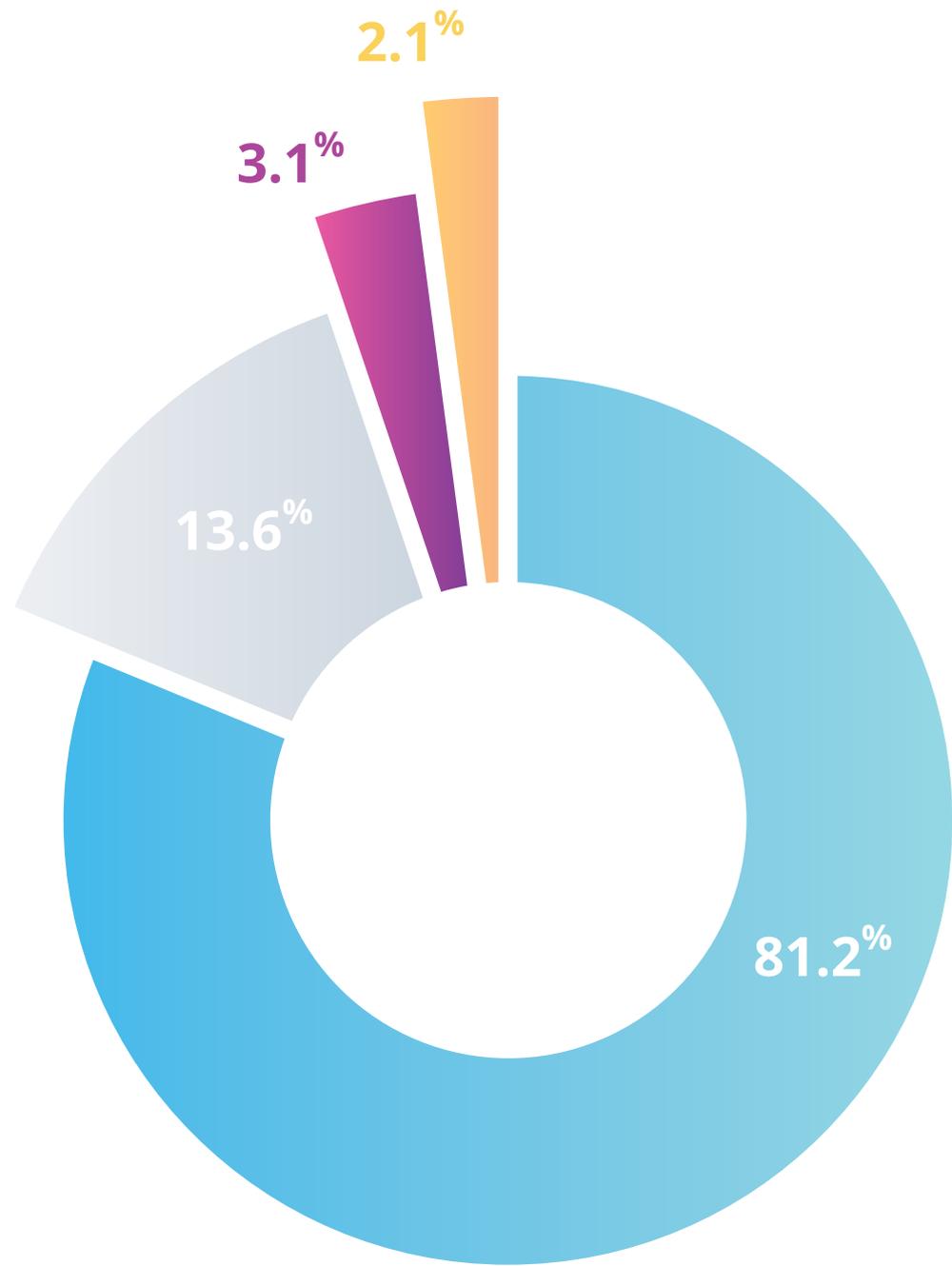
That's translating to traffic.

1,254

That's the number of times Fiona's site has been visited in the last 90 days.*

**Numbers accurate between the dates of Feb 27th, 2018 and May 27th, 2018.*

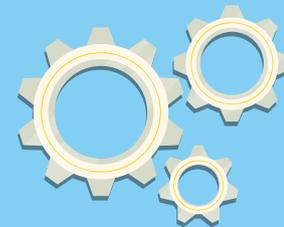


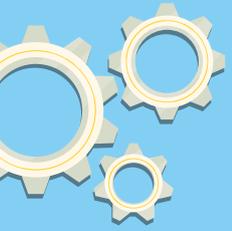


Visitor breakdown.

Visitor type - amount

- organic - 1019
- direct - 171
- social - 39
- referral - 23





Let's take a closer look at those numbers.

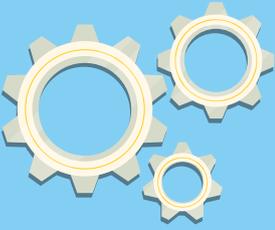
81.2%

That's the percentage of people visiting Fiona's site who have never heard of her but who found her organically while searching for a marriage celebrant in Sydney.

These organic leads account for the majority of her site traffic and represent a huge opportunity for Fiona to bring in business that she'd never have access to otherwise.

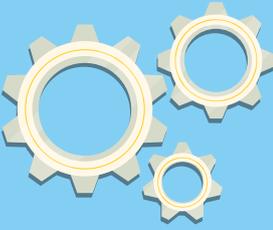
71

That's the number of conversions that Fiona has made through her website in the last 90 days!



41

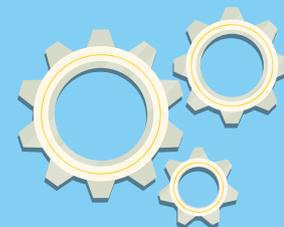
And that's the number of those conversions that were a result of organic traffic. More than half of the total conversions Fiona makes through her site!





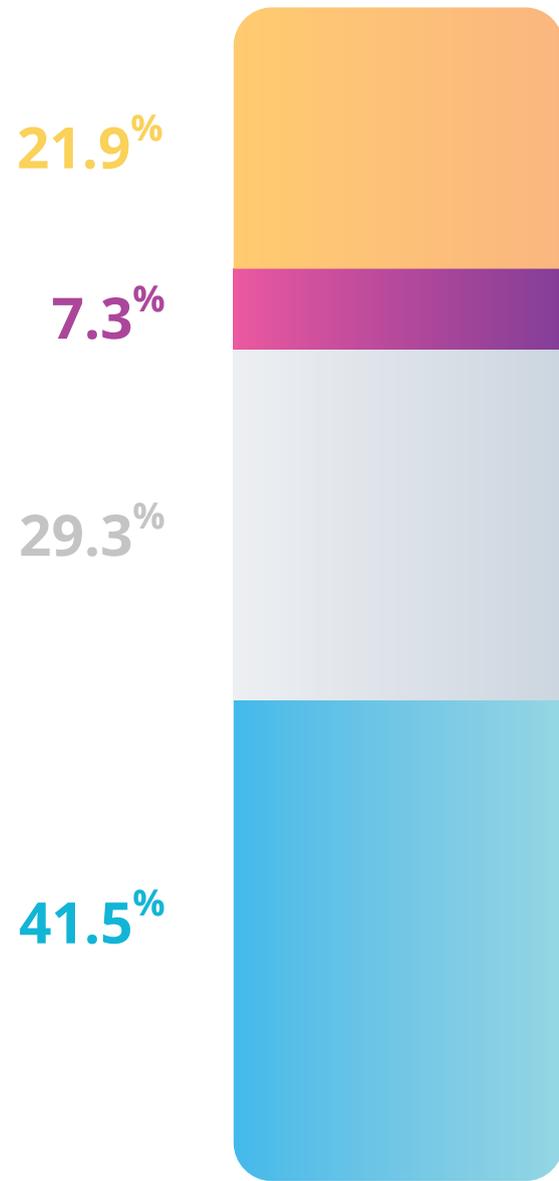
Let's put that another way...

57.75%



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





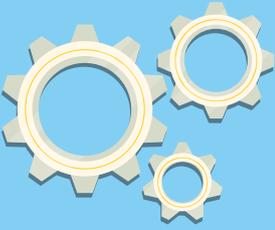
Conversion breakdown.

Conversion type - amount

- email - 17
- form - 12
- skype call - 3
- phone call - 9



And that's just the ones
we know of!

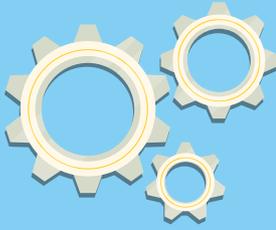


Based on the average lifetime value of each customer, organic leads through Fiona's site have netted her business to the tune of -

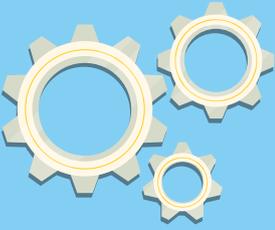
\$23,370

And that's just in the last 90 days.

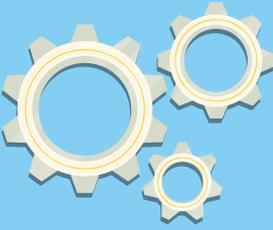
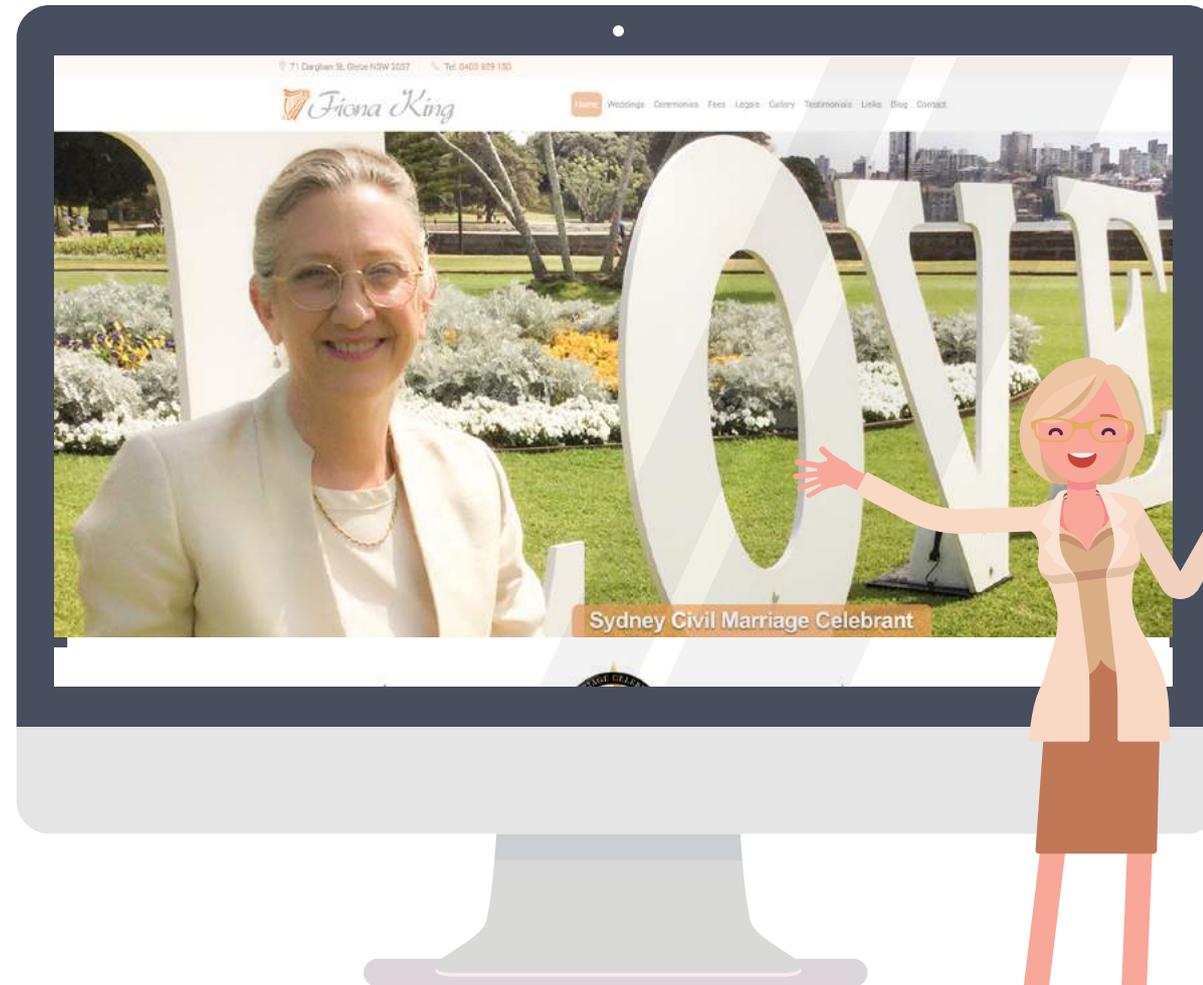
Imagine what SEO has done for her business across its lifetime.



So that's how we worked with Fiona and used SEO to improve her website and grow her business.

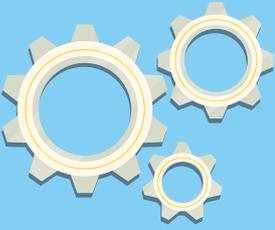


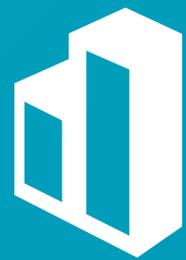
She's come a long way.
We're so proud of her!





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





searchitlocal

We're good for business.

