



SEO Case Study

100% Increase in Website Visibility for Beauty Salon

Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

+ Add Segment

Apr 24, 2021 - Jul 18, 2021

Overview

Users vs. Select a metric

Hourly Day Week Month

Users

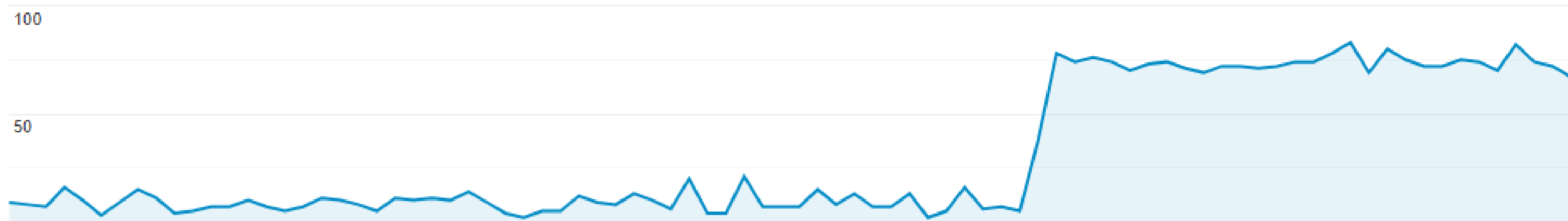
100

50

May 2021

June 2021

July 2021



Ranking Screenshot of Beauty Salon Website

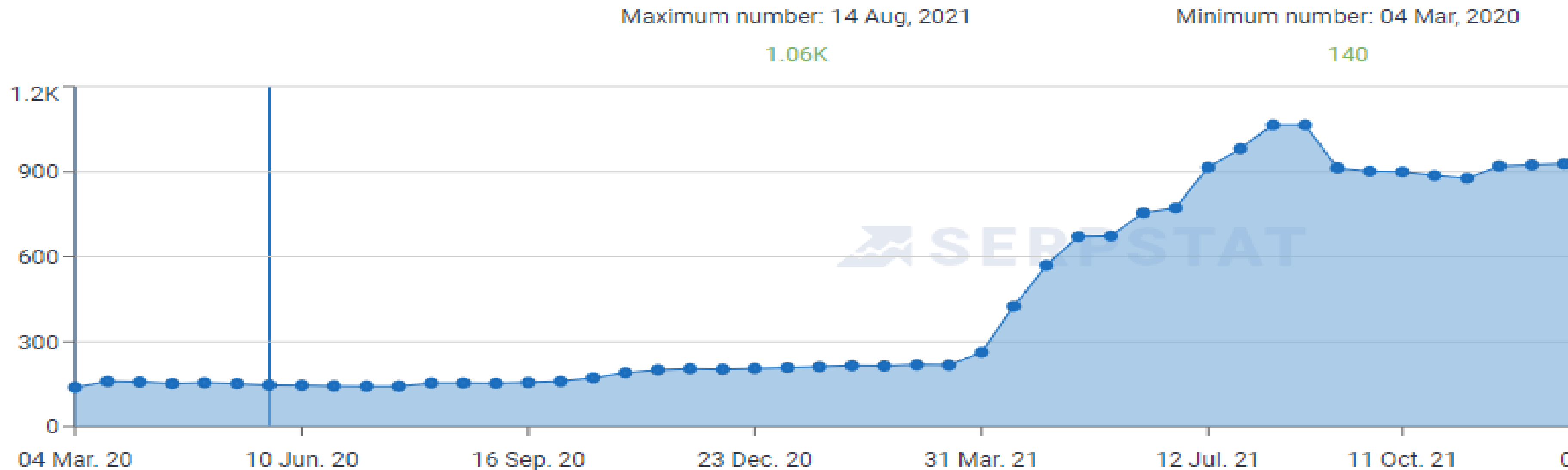
10 Targeted Keywords Ranking on 1st & 2nd Position: Google.com.au

Filtering and sorting aren't available to your pricing plan. [Upgrade plan](#) Upgrade your plan to get more insights by filtering and sorting this table.

#	<input type="checkbox"/>	Keywords		KW. difficulty ▼	Position ▼	Volume ▼	Traffic ▼	CPC (\$) ▼	PPC competi
1	<input type="checkbox"/>	unisex hair salon near me		4	1	70	10	0.00	
2	<input type="checkbox"/>	hair beauty salon near me		14	1	40	5	0.97	
3	<input type="checkbox"/>	hair salon near by		40	1	40	5	0.00	
4	<input type="checkbox"/>	family hair salon		1	1	30	4	0.00	
5	<input type="checkbox"/>	hairstyle parlour near me		41	1	10	1	0.00	
6	<input type="checkbox"/>	women salon near me		21	2	140	20	0.76	
7	<input type="checkbox"/>	granville hair salon		1	2	90	13	0.00	
8	<input type="checkbox"/>	hair salon granville		1	2	90	13	0.00	
9	<input type="checkbox"/>	unisex salon near me		2	2	90	13	0.00	
10	<input type="checkbox"/>	family hair and beauty salon granvi...		0	2	10	1	0.00	

163% Increase in Organic Keywords

Keywords trend 📄



Top Search Queries

Inspect any URL in "https://www.familyhairandbeautysalon.com.au/"



Performance

EXPORT

Search type: Web

Date: Last 16 months

+ New

Last updated: 4 hours ago

Top queries	Clicks	Impressions
family hair and beauty salon	107	746
threading near me	83	23,176
family hair salon	51	806
eyebrow threading near me	29	12,010
hair salon near me	29	10,838
granville massage	24	3,311
family hair & beauty salon	20	93
granville hair salon	13	799

Google Search Console 3 Months Data

Clicks Increase By 256%

Impression Increase By 290%

Total clicks

2.29K
Last 3 months

497
Previous 3 months

Total impressions

423K
Last 3 months

33.4K
Previous 3 months

Average CTR

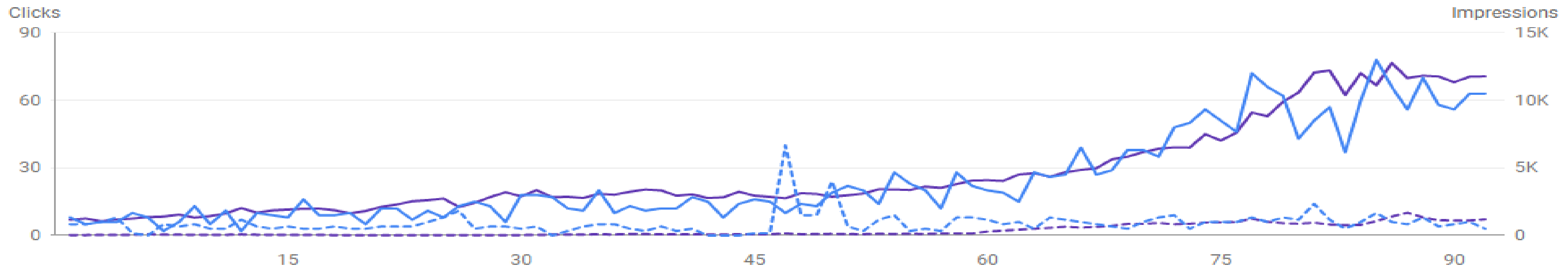
0.5%
Last 3 months

1.5%
Previous 3 months

Average position

33.7
Last 3 months

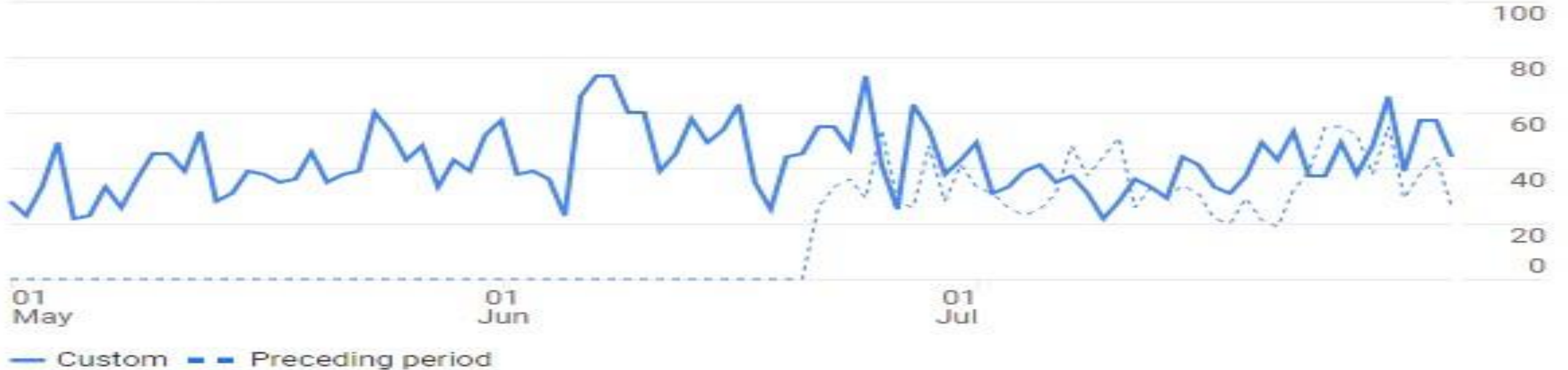
37.6
Previous 3 months



94.09% Increase in Google Traffic

Users
4K
↑ 178.2%

New users
3.9K
↑ 174.7%



Increase in Website Organic Traffic

Search...		Rows per page: 10				1-8 of 8
Session default channel grouping +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged
SHOW ALL ROWS						
Totals		4,003 vs. 1,439 ↑ 178.18%	7,054 vs. 2,313 ↑ 204.97%	4,502 vs. 1,454 ↑ 209.63%	1m 47s vs. 1m 41s ↑ 6.25%	
1	Organic Search					
	May 1 - Jul 31, 2022	2,573	4,011	2,634	1m 47s	
	Jan 29 - Apr 30, 2022	725	1,081	743	1m 52s	
	% change	254.9%	271.05%	254.51%	-4.19%	
2	Direct					
	May 1 - Jul 31, 2022	1,020	1,718	972	1m 51s	
	Jan 29 - Apr 30, 2022	620	997	565	1m 25s	
	% change	64.52%	72.32%	72.04%	31.13%	