

NOTE

- Please note that search engine algorithms are dynamic, and strategies that may work today may not work tomorrow. As such, I would like to emphasize that all data presented in my portfolio was accurate during the given period. However, it is possible that the data may have changed over time due to the dynamic nature of search engines.
- Additionally, I would like to mention that due to non-disclosure agreements (NDAs) with some of my clients, I may not be able to disclose their names or specific details of their projects.

SEO for Infographic Templates/ Dashboard Online E-Commerce Store (Target Market: Worldwide)

Overview:

The client is bringing clients a range of high-quality, well-designed, and easy-to-use professionally designed slides and dashboards. Client set the initial requirement to increase the organic traffic for the website and bring at least 25 keywords variants on the first page. SEO activities for the client have shown positive results. I started on 17th Feb 21 and the latest milestone ended on 21st January 2022.

Strategy:

We started by conducting extensive keyword research and mapping out a strategy to target high-traffic, relevant keywords. Over the course of the campaign, we implemented on-page optimization, fixed technical issues on the website, and built high-quality backlinks to improve the website's domain authority.

Achievements:

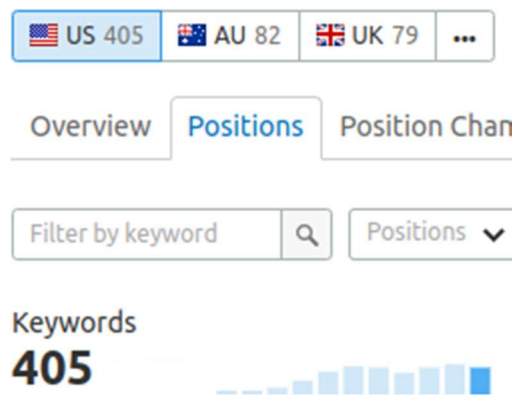
My SEO strategy has brought remarkable results for the website. The following keywords were not even in the top 400 before I started SEO. However through my consistent efforts, I had managed to get most of them ranked within the **first page**. As per the requirement specified in the project objective, I had to get 25 keywords on first page, however, I was able to exceed those expectations and currently, **47** keywords are ranking on the first page. You can verify these rankings in Google.

S.No	Keyowrds	Rankings as of February 2021	Rankings as of January 2022
1	CFO Dashboard templates	Not Ranked	1
2	HR training Dashboards templates	Not Ranked	1
3	cfo dashboard excel template	Not Ranked	1
4	excel dashboard templates cfo	Not Ranked	1
5	excel dashboard templates ceo	Not Ranked	1
6	excel template dashboard ceo	Not Ranked	1
7	excel template dashboard cfo	Not Ranked	1
8	accounts receivable dashboard	Not Ranked	1
9	cfo dashboard excel	Not Ranked	1
10	dashboard excel cfo	Not Ranked	1
11	dashboard excel ceo	Not Ranked	1
12	ceo dashboard excel	Not Ranked	1
13	cfo dashboard excel templates	Not Ranked	1
14	sales budget dashboard template	Not Ranked	1
15	sales actual dashboard template	Not Ranked	1
16	accounts receivable kpi dashboard excel	Not Ranked	1
17	sales dashboard budget	Not Ranked	1

18	CEO Dashboard templates	Not Ranked	2
19	dashboard templates cfo	Not Ranked	2
20	account receivable dashboard template	Not Ranked	2
21	financial excel dashboard templates	Not Ranked	3
22	Professional financial dashboard templates	Not Ranked	3
23	dashboard templates ceo	Not Ranked	3
24	HR training Dashboards	Not Ranked	3
25	inventory dashboard template	Not Ranked	3
26	sales dashboard actual	Not Ranked	3
27	cfo dashboard	Not Ranked	4
28	Financial dashboard	Not Ranked	4
29	accounts receivable performance dashboard	Not Ranked	4
30	Professionally Designed Slides and Dashboards	Not Ranked	5
31	comparison infographic slide	Not Ranked	5
32	Financial dashboards and reporting templates	Not Ranked	5
33	comparison slide templates	Not Ranked	5
34	dashboard for ceo	Not Ranked	5
35	comparison infographic slide templates	Not Ranked	6
36	HR Dashboards	Not Ranked	6
37	Professional HR dashboard templates	Not Ranked	7
38	Salesperson Performance Dashboard	Not Ranked	8
39	dashboard for cfo	Not Ranked	8
40	Professionally Designed HR Dashboards	Not Ranked	9
41	Financial Dashboard Templates	Not Ranked	9
42	High end slide templates	Not Ranked	9
43	cfo dashboards	Not Ranked	9
44	ceo dashboard	Not Ranked	9
45	HR Training Dashboard	Not Ranked	9
46	HR dashboard for training	Not Ranked	9
47	budget dashboard excel	Not Ranked	9
48	Sales Tracking Dashboard	Not Ranked	17
49	Fully customizable infographic templates	Not Ranked	20
50	HR Dashboard Templates	Not Ranked	22
51	Professionally Designed financial Dashboards	Not Ranked	27
52	Best Excel dashboard templates	Not Ranked	29
53	Best Slide Templates	Not Ranked	34
54	Dashboards excel templates	Not Ranked	35
55	HR KPI Dashboard	Not Ranked	35
56	Excel Dashboard Examples and Templates	Not Ranked	37

57	HR excel Dashboard Templates	Not Ranked	37
58	Dashboards templates excel	Not Ranked	38
59	Professionally Designed Dashboards	Not Ranked	38
60	comparison powerpoint template	Not Ranked	38
61	HR dashboard Excel templates	Not Ranked	39
62	High quality Excel Spreadsheet Templates	Not Ranked	40
63	Excel Dashboard Templates	Not Ranked	42
64	Sales management dashboard template	Not Ranked	42
65	Sales Dashboard Templates	Not Ranked	46
66	Best Excel Dashboard Templates Online	Not Ranked	48
67	Professional business templates	Not Ranked	50
68	Sales KPI Dashboard	Not Ranked	58
69	Sales Dashboard Template	Not Ranked	59
70	Excel template for dashboard	Not Ranked	65
71	Sales Team Dashboard	Not Ranked	71
72	Excel templates dashboard	Not Ranked	79

Also, I was targeting limited set of keywords and there will be a lot of keyword variants that are ranking which is not the part of my set of targeting keywords. As you may observe that there are currently 405 keywords for which this website is ranking.

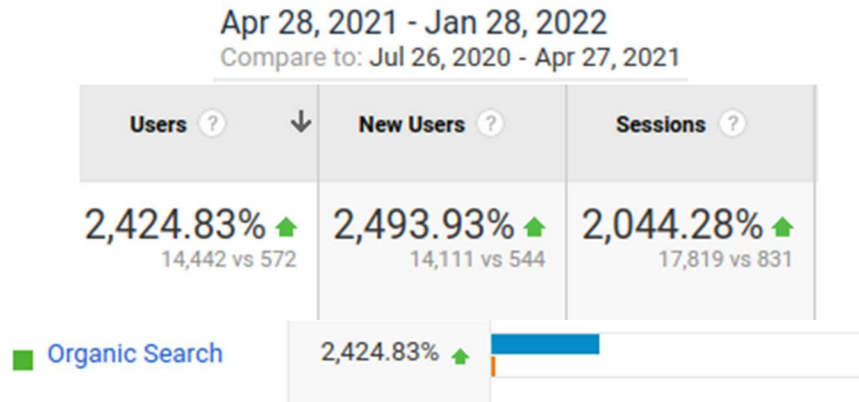


Improvement in Traffic:

There have been encouraging gains in traffic. The traffic for the website had improved as a direct result of my SEO efforts. Please find the traffic improvement details below; you can see the trend of traffic which shows increase.

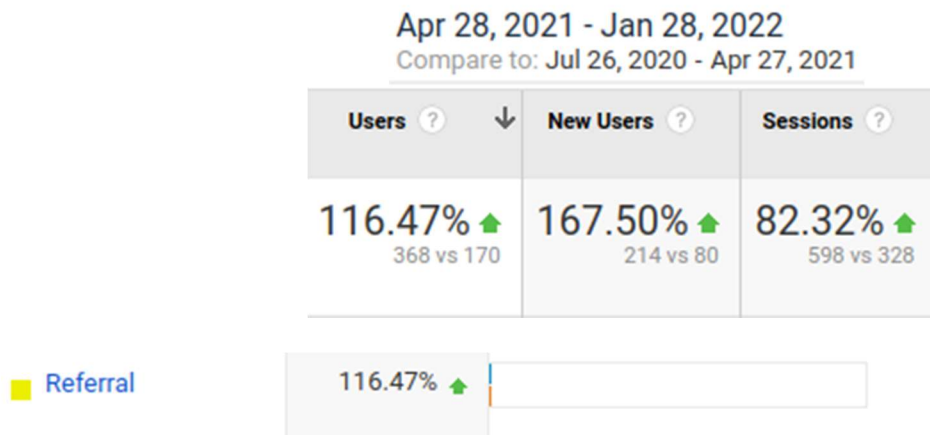
Organic Traffic Details:

Since Analytics was configured for the website in June 2020, therefore, I have compared the SEO activities in the later half with the earlier half to show you the improvements I have made on the client's website.



- Organic search for client's website has increased by **2,424.83%**. The increase is visible.

Other Traffic Details:

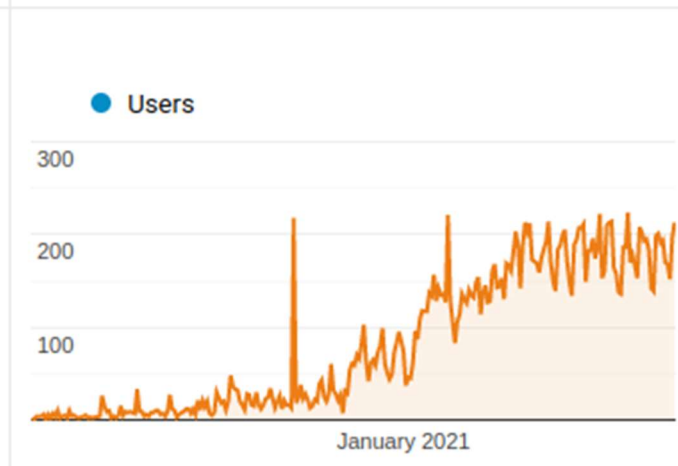
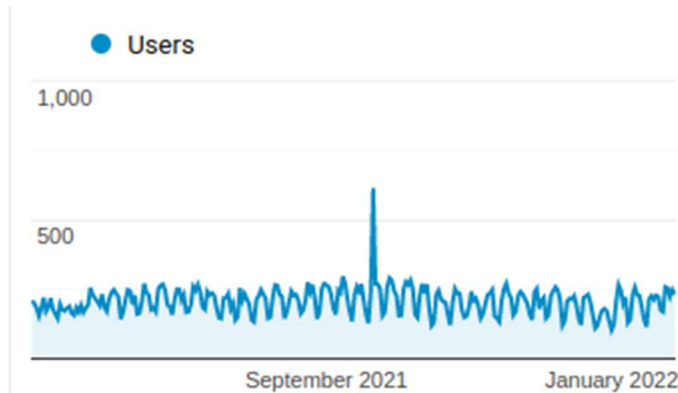


- Referral traffic for client's website has increased by **116.47%**. The increase is visible.

New Visitor Traffic Details

New Visitor			
Apr 28, 2021 - Jan 28, 2022	49,828 (88.40%)	49,370 (100.00%)	49,370 (79.02%)
Jul 26, 2020 - Apr 27, 2021	19,092 (87.73%)	19,168 (100.00%)	19,168 (77.55%)
% Change	160.99%	157.56%	157.56%
Returning Visitor			
Apr 28, 2021 - Jan 28, 2022	6,539 (11.60%)	0 (0.00%)	13,106 (20.98%)
Jul 26, 2020 - Apr 27, 2021	2,671 (12.27%)	0 (0.00%)	5,549 (22.45%)
% Change	144.81%	0.00%	136.19%

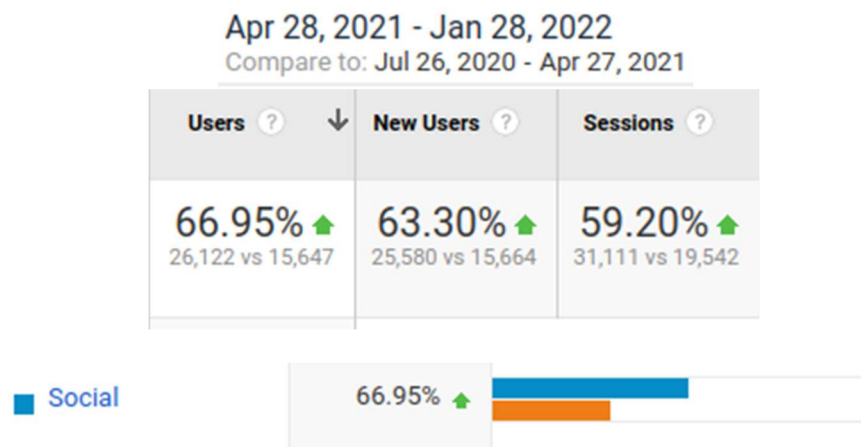
- In this period, **new visitors** to client's website increased by **160.99%**.
- Also, here are the graphs showing the significant increase in the traffic since I started performing SEO activities:





Social Media Presence:

We have worked on the presence of client's business on various social media platforms. Before SEO, Bizinfograph did not have any branding over any social media channels. However, due to my consistent efforts, you may observe increase in client's social media visitors:



- Social Traffic for client's website has increased by **66.95%**. The increase is visible.