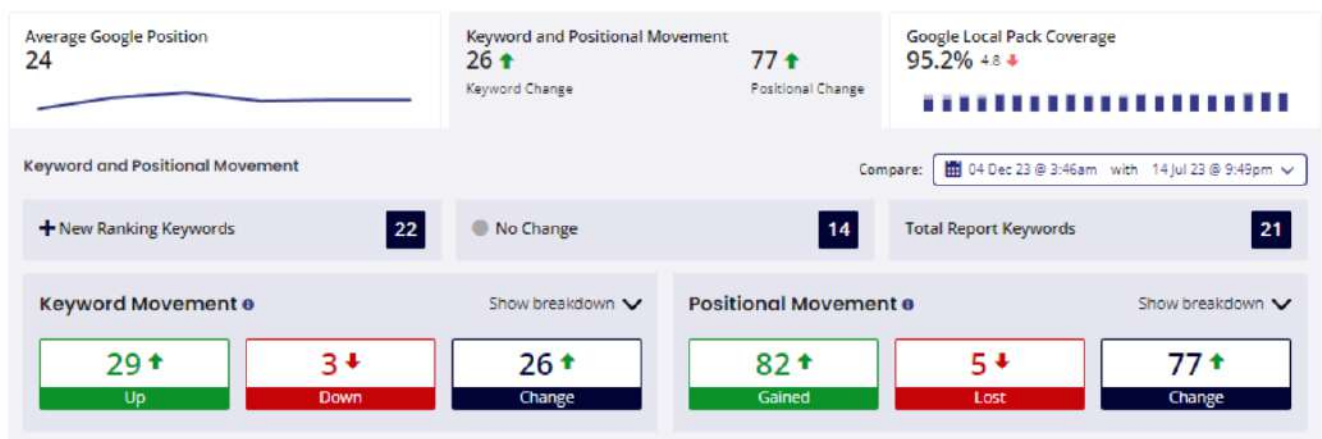


Finance | Case Study

Keywords

Here is the keyword performance for the client. The fifth month of the campaign period has just concluded. In the first to third months of the campaign, our aim is to increase our position for most of the keywords we track. As seen below, we saw an increase in 29 of our keywords.



Here is the list of the keywords that have increased in our campaign.

Keyword	Organic Desktop		Organic Mobile		Local Pack		Local Finder	
	Rank	Change	Rank	Change	Rank	Change	Rank	Change
credit repair consultant	1	5	1	5	1	+	1	5
	2	5	2	+				
business credit repair services	-	-	-	-	1	+	1	5
credit repair specialist	23	+	26	11	1	+	1	3
credit repair specialist long island	4	+	4	+	1	+	1	3
credit counseling services long island	-	-	-	5	1	2	1	2
credit counseling	-	-	-	-	3	+	3	2
credit repair services long island	5	3	5	4	1	1	1	1
credit counseling services	-	-	-	-	1	1	1	1
credit repair	-	-	-	-	1	1	1	1
credit repair services	-	-	-	-	1	1	1	1
debt counseling services long island	-	-	-	-	2	1	2	1
business credit repair long island	1	5	2	4	3	0	3	0
credit repair consultant near me	1	2	1	2	1	0	1	0
business credit repair near me	35	+	41	+	1	0	1	0



Additionally, here are the current rankings of our tracked keywords. As seen in the image below, most of our keywords are dominating the first, second, and third positions in the local pack.

Keyword		Organic Desktop		Organic Mobile		Local Pack		Local Finder	
		Rank	Change	Rank	Change	Rank	Change	Rank	Change
credit repair consultant	^	1	+	1	+	1	+	1	+
		2	+	2	+				
credit repair consultants	v	1	+	1	+	1	+	1	+
credit repair consultant near me	v	1	+	1	+	1	+	1	+
credit repair specialist long island	v	4	+	4	+	1	+	1	+
credit repair services long island	v	5	+	5	+	1	+	1	+
credit repair specialist		23	+	25	+	1	+	1	+
business credit repair near me		29	+	41	+	1	+	1	+
business credit repair services		-	-	-	-	1	+	1	+
credit counseling near me		-	-	-	-	1	+	1	+
credit counseling services		-	-	-	-	1	+	1	+
credit counseling services long island		-	-	-	-	1	+	1	+
credit counseling services near me		-	-	-	-	1	+	1	+
credit repair		-	-	-	-	1	+	1	+
credit repair near me		-	-	-	-	1	+	1	+
credit repair services		-	-	-	-	1	+	1	+
debt counseling services		-	-	-	-	1	+	1	+
business credit repair		-	-	-	-	2	+	2	+
debt counseling services long island		-	-	-	-	2	+	2	+
business credit repair long island	v	1	+	2	+	3	+	3	+
credit counseling		-	-	-	-	3	+	3	+

Google Analytics

For the fourth to sixth months of the campaign, we are aiming to increase our website and Google Business Profile's visibility. Here are some of the metrics we measure and their improvements.

Conversion

We compared conversions for October - November vs. August - September. As seen in the image below, phone clicks improved by 115.4% in October - November 2023.



Event name ↑	Count	% change	Users	% change
click	76	↑ 153.3%	42	↑ 110.0%
first_visit	402	↑ 44.1%	401	↑ 43.7%
page_view	1,524	↑ 95.4%	411	↑ 47.3%
phone-click	28	↑ 115.4%	20	↑ 100.0%
scroll	538	↑ 73.5%	181	↑ 20.7%
session_start	672	↑ 83.6%	412	↑ 47.7%

User Acquisition

For new user acquisition, new users from organic search increased by 49.37% in October - November 2023. Engaged sessions from organic search also increased by 78.83%.

First user default channel group +	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events +	Conversions All events +
SHOW ALL ROWS	402 vs. 270 ↑ 48.89%	991 vs. 229 ↑ 78.78%	58.1% vs. 82.97% ↓ -7.18%	0.96 vs. 0.82 ↑ 16.47%	1m 25s vs. 82.4s ↑ 35.94%	4,376 vs. 2,364 ↑ 85.11%	28.00 vs. 12.00 ↑ 133.33%
Organic Search							
Oct 1 - Nov 30, 2023	236	245	61.87%	1.01	1m 42s	2,695	17.00
Jul 30 - Sep 28, 2023	156	137	65.87%	0.87	58s	1,342	8.00
% change	49.37%	78.83%	-6.07%	16.76%	74.93%	100.82%	112.5%
Direct							
Oct 1 - Nov 30, 2023	149	130	50.39%	0.87	1m 54s	1,579	10.00
Jul 30 - Sep 28, 2023	91	74	59.69%	0.81	1m 22s	844	4.00
% change	63.74%	75.68%	-15.57%	6.58%	-21.3%	87.09%	150%

Traffic Acquisition

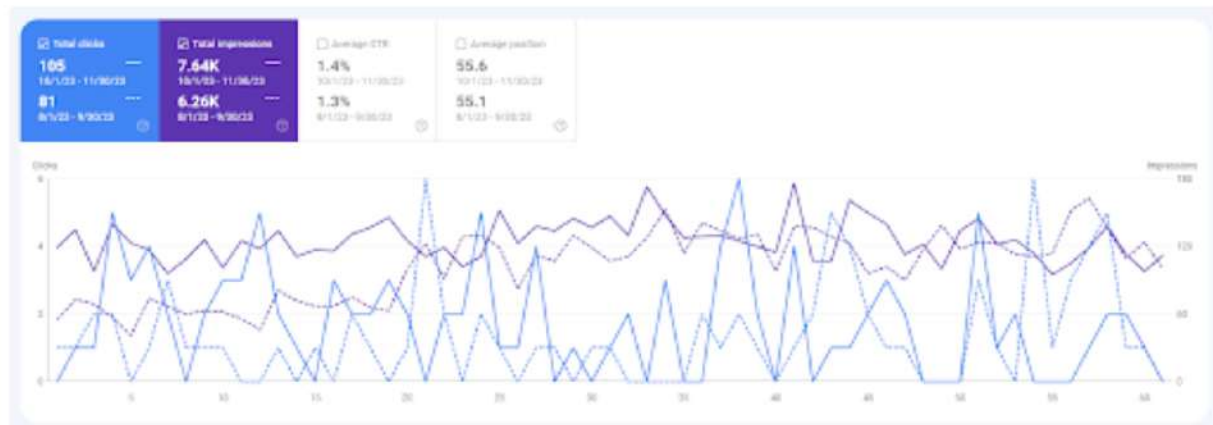
Users from organic search in October - November 2023 increased by 56.6% and sessions from organic search increased by 110.23%. Event count increased by 115.2% and conversions from organic search also increased by 150%.

Session default channel group +	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events +	Conversions All events +
SHOW ALL ROWS	409 vs. 279 ↑ 46.95%	679 vs. 366 ↑ 83.88%	391 vs. 229 ↑ 70.74%	51s vs. 47.61 ↑ 5.18%	0.96 vs. 0.82 ↑ 16.47%	6.50 vs. 5.46 ↑ 18.67%	58.1% vs. 82.97% ↓ -7.18%	4,376 vs. 2,364 ↑ 85.11%	28.00 vs. 12.00 ↑ 133.33%
Organic Search									
Oct 1 - Nov 30, 2023	243	402	274	1m 03s	1.10	8.86	60.62%	3,101	20.00
Jul 30 - Sep 28, 2023	159	215	144	49s	0.91	6.70	66.98%	1,441	8.00
% change	56.6%	110.23%	90.28%	28.57%	21.5%	2.36%	-9.48%	115.2%	150%
Direct									
Oct 1 - Nov 30, 2023	149	166	66	29s	0.66	5.60	49.25%	1,155	7.00
Jul 30 - Sep 28, 2023	91	117	67	53s	0.74	6.37	57.28%	745	4.00
% change	63.74%	78.66%	45.27%	-45.73%	-10.67%	-8.85%	-14%	55.83%	75%



Google Search Console

Here are the metrics we measure in the Google Search Console. Total clicks increased by 33.33% and total impressions increased by 22.04% in October - November 2023 compared to August - September 2023. The average click-through rate also improved, from 1.3% to 1.4%.



Google Business Profile

Business Profile Interactions for July - November 2023 also increased as compared to interactions in July - November 2022. GBP interactions increased by 47.1%.

734

Business Profile interactions

+47.1% (vs Jul 2022 - Nov 2022)

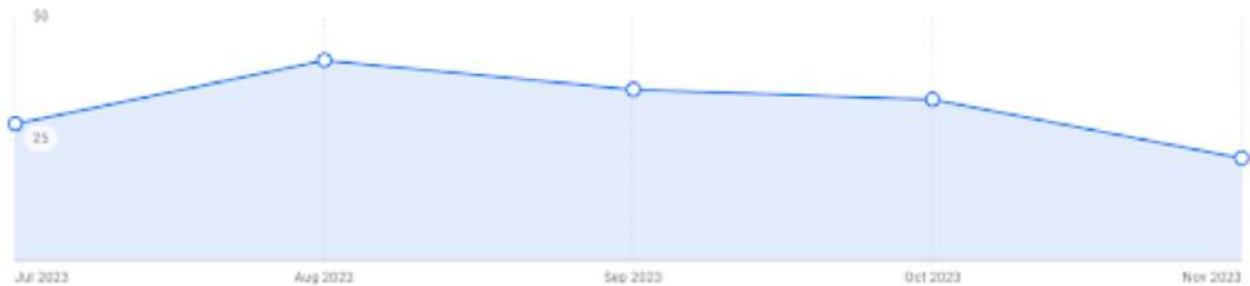


Calls in July - November 2023 also increased by 276.2% as compared to calls recorded in July - November 2022.

158

Calls made from your Business Profile

📈 +276.2% (vs Jul 2022–Nov 2022)



Website clicks in July - November 2023 also increased by 155.6% as compared to website clicks recorded in July - November 2022.

322

Website clicks made from your Business Profile

📈 +155.6% (vs Jul 2022–Nov 2022)

