

CASE STUDY ON LOCAL SEO PROJECT



<http://aquaticcenterguate.com/>



VIDUSHI™ Infotech

Software Solutions Provider Pvt. Ltd.

<http://www.vidushiinfotech.com/>

The Background

Aquatic Center in Guatemala – “The Franchise of SWIM America to Guatemala” provides certified Swim Teachers, Trainers, and Aquatic Training Facilities for all ages, learning levels and tastes. Our instructors keep on measuring the performance with progressive results sessions after session.



The Challenge

- ✚ To improve local business online presence with defined goals
- ✚ To rank high in the search engines, particularly Google search result
- ✚ Earn back links for the website to increase popularity
- ✚ Generate leads through organic search engine optimization
- ✚ Increase local citation of business

The ultimate aim was to outperform the competitors to gain online presence and brand recognition.

Work Strategy for Local SEO Project:

Our team started with a first-ever SEO strategy after crunching the data, resulting in findings best solution in location-based SEO.

The team took the following five steps:

Competitor Analysis -

We performed the competitor analysis for Aquatic Center in which we checked all the competitor site performance irrespective their back links, local citation, and other factors.

Keyword Selection (Geo-Targeted Keywords) -

The team performed keyword analysis and uncovered various aspects including variations of a broader keyword, particularly variations that included a nearby location, and business seasons.

Improved On-Site SEO Factors -

Our team did all the necessary on-page changes in the site like creating meta tags, internal linking, and content optimization, schema implementation.

Improved Off-Site SEO Factors -

✓ **Quality Link Earning -**

Good quality inbound links can have an immense impact on SEO, so the team worked to persuade other websites to link Aquatic Center website to a large extent. This work focused on contributing articles related to websites; ensuring the articles linked back to Aquatic Center.

✓ **Local Search Program -**

The team also worked on listings in local search engines across the web. This helped to add relevant location-based information on other websites, verifying its accuracy and inbound links.

Google Places-

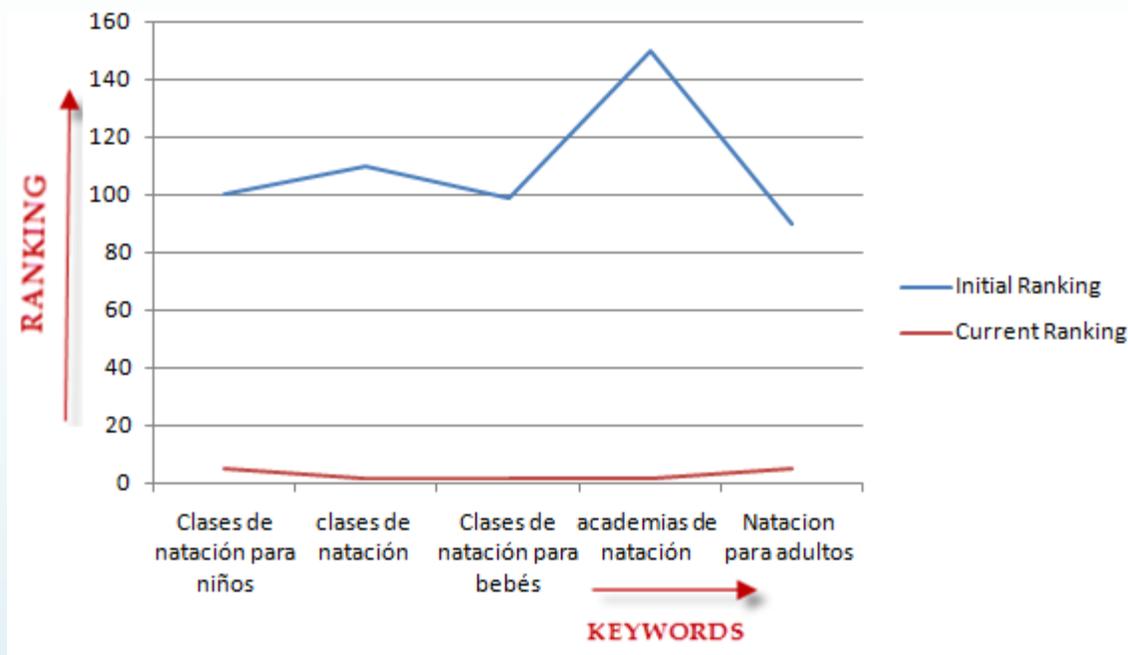
A place is a service offered by Google that allows businesses to build a page about their location which is tied to Google Maps including relevant content about the organization.

Aquatic Center Google Place page included:

- ✓ Address, contact numbers and homepage URL
- ✓ Short business description and keywords
- ✓ Business photos

Results Analysis in 60 Days

Our extensive SEO approach witnessed a drastic rise in the traffic for all targeted keywords on the First Page of Google Result

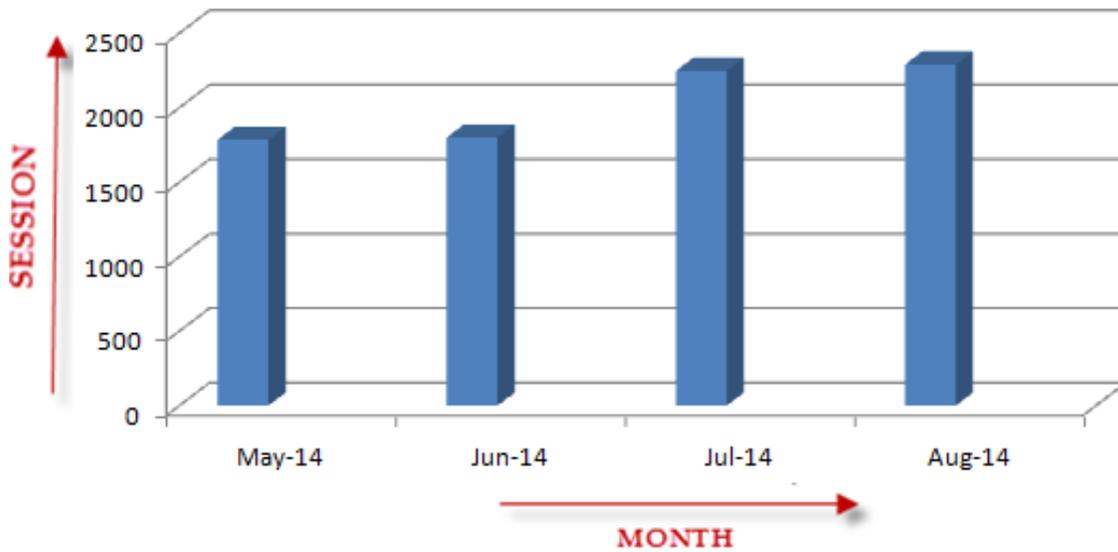


List of Targeted Keyword

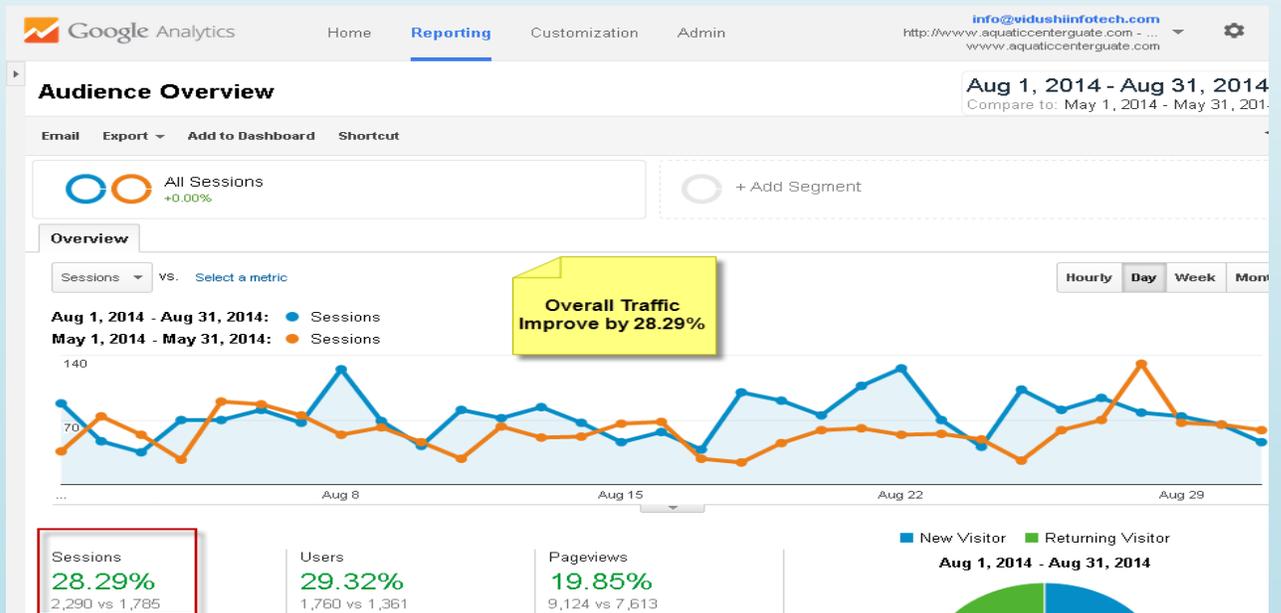
Sr. No	Keywords	August 2014	May 2014
1	Clases de natación para niños	5	120
2	clases de natación	2	90
3	Clases de natación para bebés	2	100
4	academias de natación	2	60
5	Natacion para adultos	5	110

Overall Traffic Graph

Improvement in Overall traffic from May 2014 till August 2014

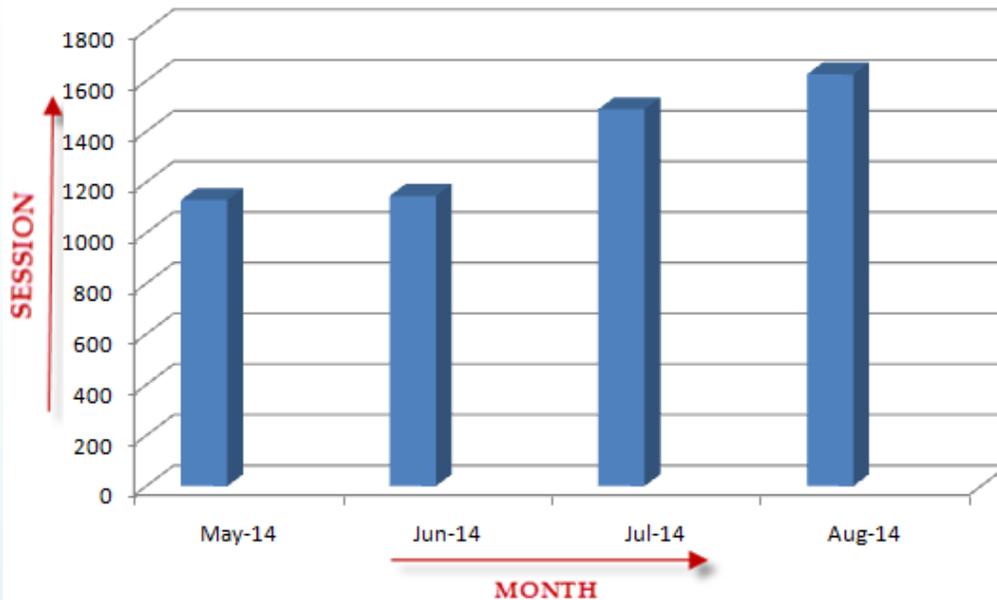


Overall Traffic of Website improved to 28.29 % within 60 Days

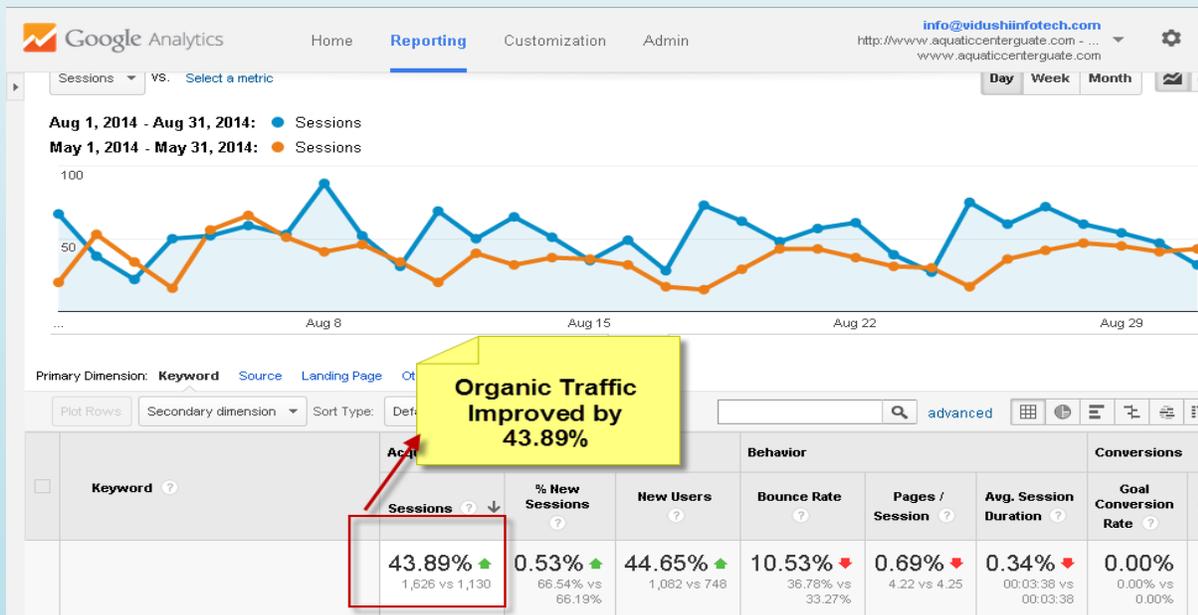


Organic Traffic Graph

Organic Traffic has shown boost in the traffic to Website by 43.89%



Organic traffic graph illustrating 43.89% growth rate in total number of visitors within last 60 days.



To boost website ranking with improved usability and conversions rate, get in touch with us at ravish@vidushiinfotech.com or girish@vidushiinfotech.com

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