

Search Engine Optimisation (SEO) Case Studies

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This case studies report is a sample of websites that Slinky has undertaken SEO services and the search engine positions that we have achieved for them.

Case Study # 1

Website URL:	www.liquormerchant.com.au	Client: Raffles Liquor Merchants
Industry:	Online Wine Sales	
Services Provided:	SEO, SEM, Blogging, Web Analytics	
Search Engine:	www.google.com.au	
Competition:	Very high	Visibility Score: 3546
Traffic available:	High	Visibility Percentage: 48.28%
	Australia wide positions	

Keyword/Phrase	Average position	Google Page
Sample of major keywords	over previous 3 mth period	
buy wine	2	1
buy wine online	2	1
buy wine australia	2	1
wine online	3	1
buy australian wine	6	1
red wine	7	1
buy red wine	2	1
buy red wine online	1	1
buy red wine australia	4	1
buy white wine	6	1
buy white wine online	3	1
buy white wine australia	1	1
white wine australia	3	1
buy champagne	7	1
buy champagne online	6	1
wine clubs	3	1
wine clubs australia	4	1
australian wine club	3	1
australian wine clubs	3	1
dessert wine	3	1
buy dessert wine	1	1
buy dessert wine online	1	1
fortified wine	1	1
buy fortified wine	1	1
buy fortified wine online	1	1
wine on line	5	1
online wine store	5	1
australian online wine store	2	1

online wine shop

3

1

Case Study # 2

Website URL: www.slinky.com.au **Client:** Slinky Dating Australia Pty Ltd
Industry: Online Dating
Services Provided: Web Design, Programming, SEO, SEM, Blogging, Web Analytics
Search Engine: www.google.com.au
Competition: Extreme **Visibility Score:** 4008
Traffic available: Very high **Visibility Percentage:** 58.65%
Australia wide positions

Keyword/Phrase	Average position	Google Page
Sample of major keywords	over previous 3 mth period	
free dating site	1	1
free dating sites	1	1
free dating services	1	1
free online dating services	1	1
free dating australia	4	1
online dating australia	1	1
free online dating	8	1
free online dating sites	4	1
online dating service	3	1
dating australia	4	1
singles site	7	1
free dating	9	1
online dating	5	1

Summary:

This website is Australia's largest free dating site and does not pay for any traffic. All members are gained from SEO traffic.

Case Study # 3

Website URL: www.neopools.com.au **Client:** Neo Pools Pty Ltd
Industry: Concrete Swimming Pools
Services Provided: Web Design, Programming, SEO, SEM, Blogging, Web Analytics
Competition: Moderate
Traffic available: Moderate
Local positions

Keyword/Phrase	Average position	Google Page
Sample of major keywords	over previous 3 mth period	
Search Engine: www.google.com.au		
concrete pools perth	3	1
concrete pools perth wa	4	1
concrete swimming pools perth	5	1
concrete swimming pool perth	6	1
concrete swimming pools perth wa	6	1
perth pool designs	7	1
pool builders perth	7	1
pool landscaping perth	7	1

Search Engine:	www.bing.com / www.ninemsn.com.au	1
swimming pool perth	1	1
swimming pools perth	3	1
concrete pools perth	1	1
concrete pool perth	1	1
concrete pools perth wa	1	1
concrete swimming pools perth	1	1
concrete swimming pool perth	1	1
inground pool perth	1	1
inground pools perth	1	1
perth pool designs	6	1
pool builders perth	3	1
pool landscaping perth	6	1

Search Engine:	www.yahoo7.com	
swimming pool perth	1	1
swimming pools perth	3	1
pool perth	3	1
pools perth	4	1
swimming pool perth	2	1
concrete pools perth	2	1
concrete pool perth	2	1
concrete pools perth wa	1	1
concrete swimming pools perth	2	1
inground pools perth	2	1
perth pool designs	2	1
pool landscaping perth	3	1

Case Study # 4

Website URL:	www.westvalley.com.au	Client: West Valley Hospitality Group
Industry:	Restaurants, Functions, Wine Club	
Services Provided:	Web Design, Programming, SEO, SEM, Blogging, Web Analytics	
Search Engine:	www.google.com.au	
Competition:	High	
Traffic available:	High	

Keyword/Phrase	Average position	Google Page
Sample of major keywords	over previous 3 mth period	
perth restaurants	4	1
perth restaurant	4	1
perth restaurant booking	1	1
perth fine dining	5	1
perth seafood restaurant	8	1
perth functions	6	1
perth restaurant functions	6	1
corporate functions perth	8	1
corporate function centre perth	5	1
perth wine club	3	1
australian wine club	9	1

vintage wine club	4	1
perth vintage wine club	1	1

Summary:

This client also ranks #1 for all their brand keywords, such as Coco's, Raffles Hotel Perth and bellhouse restaurant etc

At Slinky we specialise in building highly relevant blogs for our own businesses and for that of our clients.

Case Study # 5

Website URL: www.westperthglass.com.au **Client:** West Perth Glass Pty Ltd
Industry: Perth Glass Supplier
Services Provided: Web Design, SEO, Web Analytics
Search Engine: www.google.com.au
Competition: Moderate
Traffic available: High

Keyword/Phrase	Average position	Google Page
Sample of major keywords	over previous 3 mth period	
glass and glazing services	1	1
perth glass company	1	1
perth glazing	6	1
perth lead lights	1	1
perth leadlight windows	1	1
perth glass shop fronts	1	1
perth glass installations	2	1
perth residential glass	6	1
perth residential glazing	1	1
perth commercial glass	5	1
perth commercial glazing	2	1
perth glass and glazing services	1	1
perth glass pool fences	5	1
perth glass lead light doors	1	1
perth glass lead light windows	1	1
perth frameless glass pool fences	2	1
lead lights western australia	1	1
glass repairs western australia	5	1

Case Study # 6

Website URL: www.landsurveys.net.au **Client:** Land Surveys Pty Ltd
Industry: Surveying Services
Services Provided: SEO, Blogging, Web Analytics
Competition: Moderate
Traffic available: Moderate

Keyword/Phrase	Average position	Google Page
Sample of major keywords	over previous 3 mth period	
Search Engine:	www.google.com.au	

construction surveyor perth	2	1
construction surveyor karratha	1	1
building surveyor karratha	1	1
building surveying karratha	1	1
engineering surveying perth	2	1
engineering surveying karratha	1	1
geological survey perth	4	1
construction surveying perth	1	1
land surveys perth	1	1
construction survey perth	1	1
engineering survey perth	1	1

Search Engine: www.bing.com / www.ninemsn.com.au

construction surveyor	1	1
construction surveyor perth	1	1
construction surveyor karratha	1	1
building surveyor perth	2	1
building surveyor karratha	1	1
building surveying perth	1	1
building surveying karratha	1	1
engineering surveying perth	1	1
engineering surveying karratha	1	1
land surveyor perth	1	1
building surveyors perth	2	1
construction surveying	1	1
construction surveying perth	1	1
property surveying	3	1
land surveying perth	2	1
land surveyors perth	1	1
surveying company	2	1
surveying company perth	2	1
property surveyors	1	1
property surveyors perth	1	1
building surveys	2	1
building surveys perth	2	1
land surveys	1	1
land surveys perth	1	1
surveying companies	2	1
engineering surveyor	3	1

Search Engine: www.yahoo7.com

surveyors perth	2	1
construction surveyor	2	1
construction surveyor perth	3	1
building surveying perth	2	1
building surveying karratha	2	1
engineering surveying karratha	1	1
geological survey perth	1	1
land surveyor	2	1
land surveyor perth	2	1
construction surveying	3	1
construction surveying perth	1	1

building survey	2	1
building survey perth	2	1
land survey	3	1
land surveying perth	1	1
land surveyors	2	1
land surveyors perth	2	1
land surveys	2	1
land surveys perth	2	1
construction survey	2	1

Case Study # 7

Website URL: www.slinkydating.com **Client:** Slinky Dating Australia Pty Ltd
Services Provided: Web Design, SEO, Blogging **Competition:** Very high
Search Engine: www.google.com.au **Traffic available:** High

Keyword/Phrase	Average position	Google Page
Sample of major keywords	over previous 3 mth period	
dating blog	1	1
online dating blog	1	1

Top 3 world wide

Case Study # 8

Website URL: www.slinkysearch.com.au **Client:** Northland Digital Agency
Services Provided: Web Design, SEO, Blogging **Competition:** Extreme
Search Engine: www.google.com.au **Traffic available:** High

Keyword/Phrase	Average position	Google Page
Sample of major keywords	over previous 3 mth period	
internet marketing blog	1	1

Case Study # 9

Website URL: www.earthmovinmedia.com **Client:** Northland Digital Agency
Services Provided: Web Design, SEO, Blogging **Competition:** Extreme
Search Engine: www.google.com.au **Traffic available:** Very high

Keyword/Phrase	Average position	Google Page
Sample of major keywords	over previous 3 mth period	
web design blog	2	1