

SEO CASE STUDY REPORT- MAKE A MOM

<https://www.makeamom.com>



Campaign Type

SEO

Client

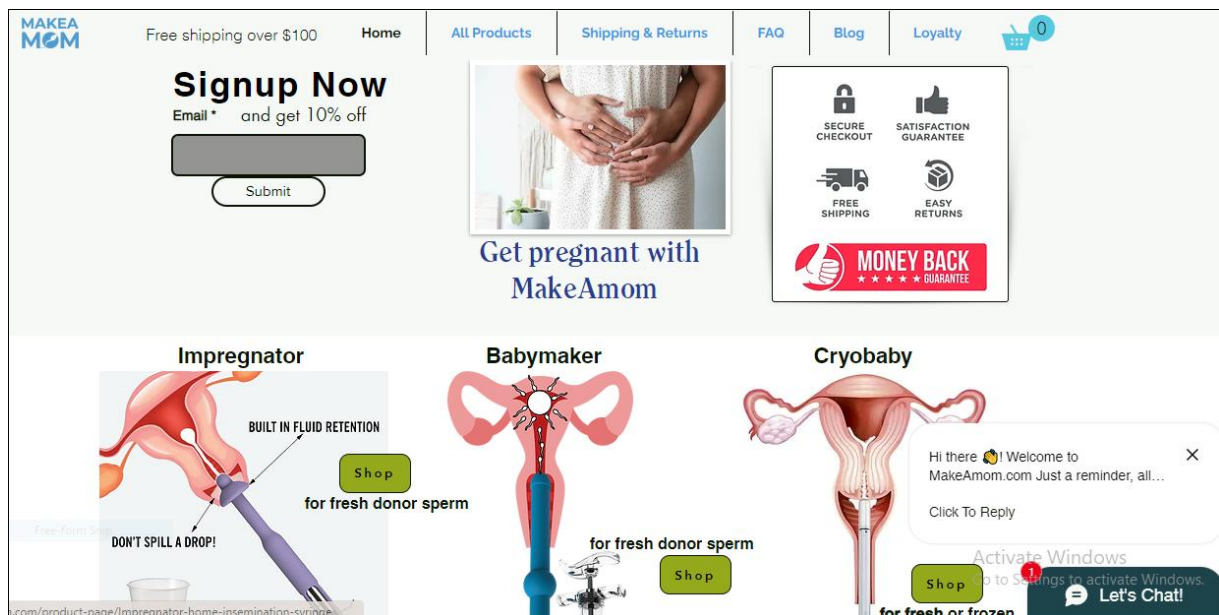
Anthony Mitchell Mutiny

Website

<https://www.makeamom.com>

Time Period

May to October



“ABOUT”

Make A Mom

is a cutting-edge mother and pregnancy brand that offers you the best range of devices that you need to become a pregnant mother without any hassle.

Objective

When the Make A Mom got associated with Softtrix Tech Solutions in May , its main goal was to optimize the webpage content to boost organic traffic, as well as to improve SERP rankings in terms with the number of impressions & clicks.

Challenges

Before joining hands with Softtrix Tech Solutions, Make A Mom didn't have a proper visibility on the keywords that would produce substantial organic traffic.

Strategy

The first action plan was to do an in-depth analysis of the site's current performance & drawbacks. The ultimate goal was to accumulate positive signals & interactions of the website. To achieve that milestone, we performed the strategy to captivate the interest of the audience which is as follows:

- Repurposed the blog post into infographic, presentation and shared on various visual content promoting sites such as visual.ly, Medium, Pinterest.
- Proactive with the audience present on social sites such as Reddit & Quora.
- Promotion of website via forums, engaging in discussions and sharing comments on similar blogs.

Table of Contents

Chapter I	Traffic Growth	4
	a) Overall Traffic Growth	4
	b) Organic Traffic Growth	6
	c) Impressions & Clicks	8
Chapter II	SEO Metrics Status	9
Chapter III	Top 10 Keywords Ranking	9

Results

The strategy paid off & Google organic traffic begins to increase. Below are some of the key highlights.

Traffic Growth

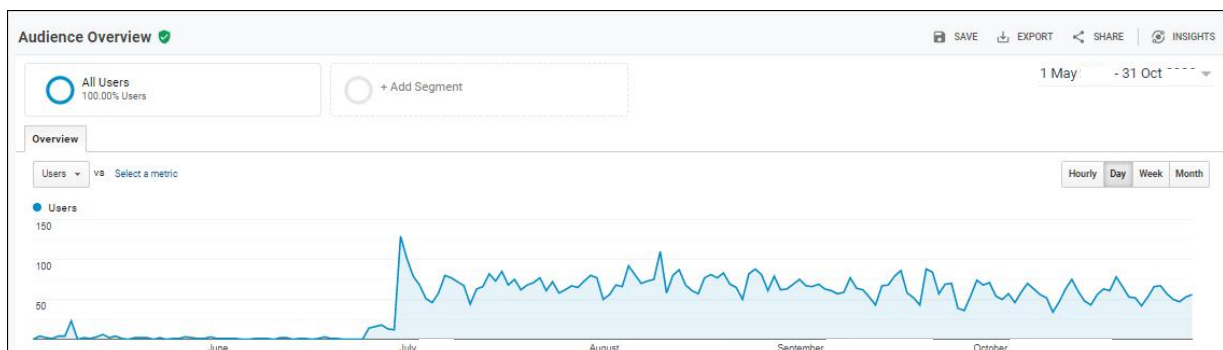
Six Months Overall Traffic Growth

The analysis shown below gives the comparison of the SEO campaign from May till July & from August till October

Metrics	May – July	August – October
Users	2188	4971
New Users	2164	4912
Sessions	2894	6585

Audience Overview Graph

Time Period - May to October

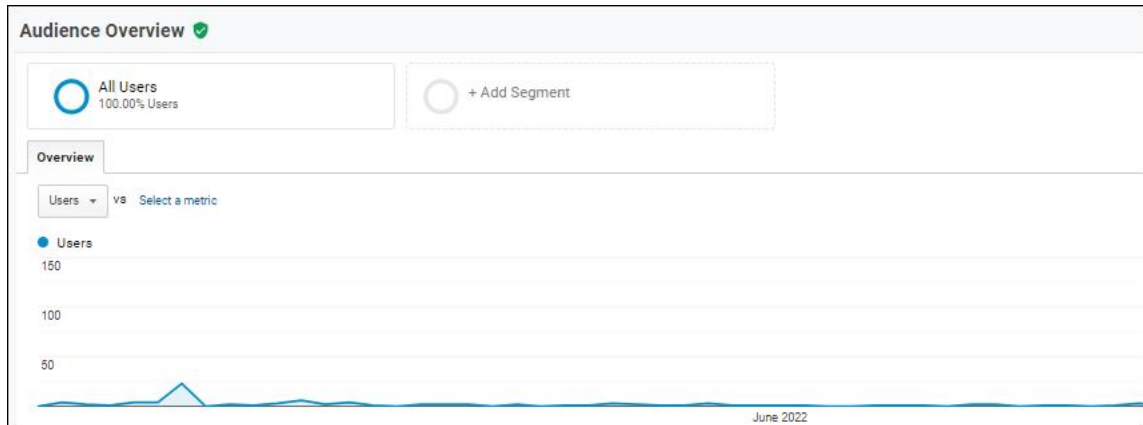


Three Months Division Traffic Growth

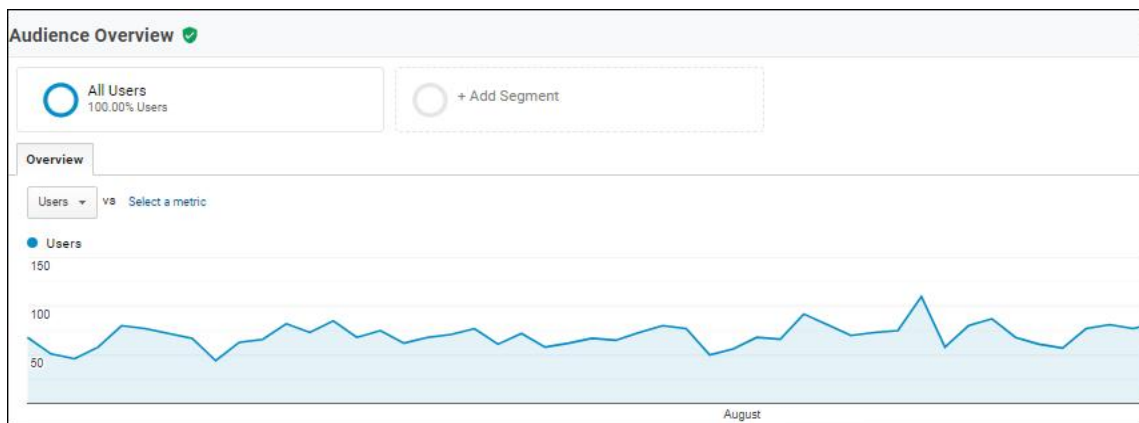
Metrics	May-June	July - August	September - October
Users	417	3716	3072
New Users	403	3670	3003
Sessions	566	4862	4051

Audience Overview Graph

Time Period :May - June



Time Period: July - August



Time Period: September - October

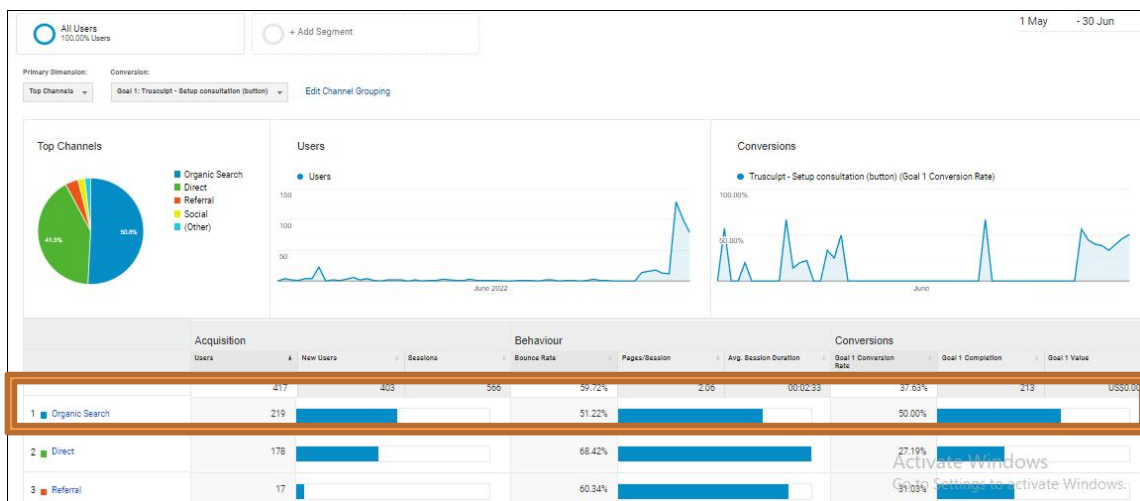


Organic Traffic Growth

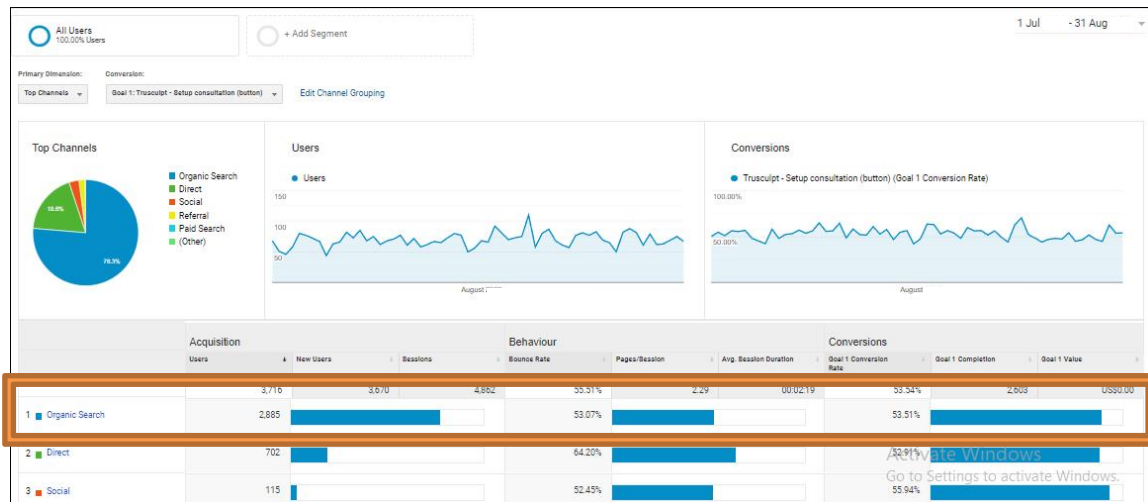
The organic traffic hike shows the success of the SEO campaign. Results are shown below:

Metrics	May -June	July - August	September - October
Organic Search	219	2885	2402

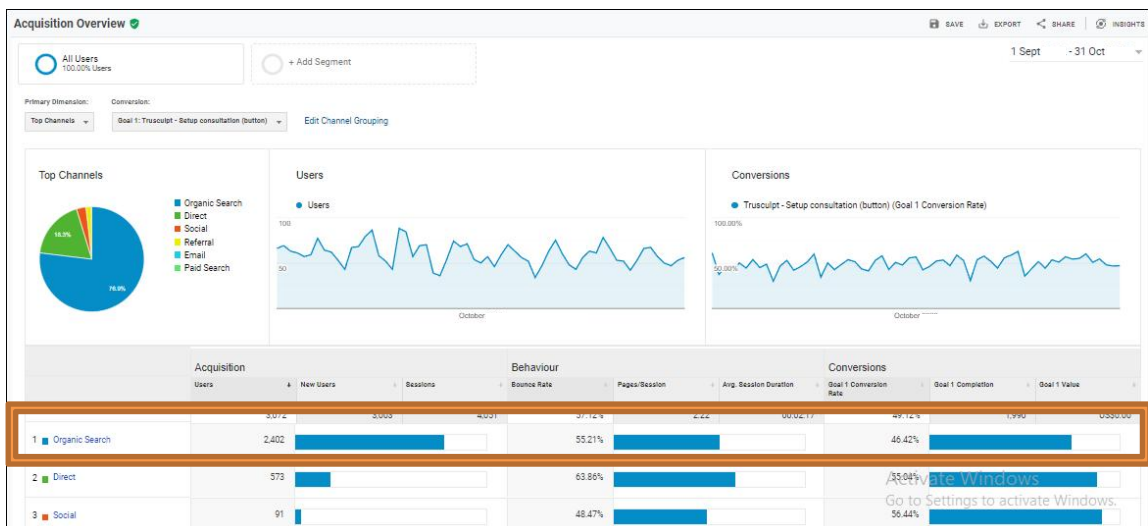
Time Period : May -June



Time Period : July - August

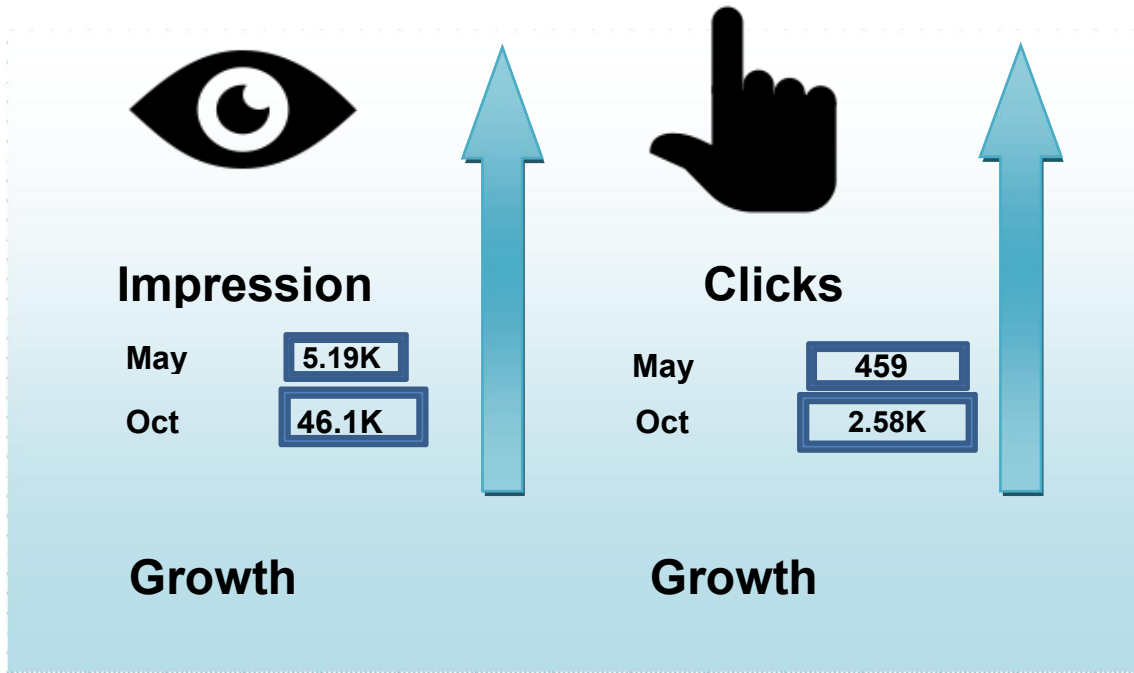


Time Period :September - October



Impressions & Clicks

Below are the results of the increase in Impressions & Clicks data:



SEO Metrics Status

Success Measurement Metrics

Soon, the fruits of our labour began to show. Not only did Google Organic traffic, clicks & impressions begin to increase, but the authority level of the website was also impressive.

Metrics	May	October
DA	25	36
PA	6	18
Moz	3.81	5

Top 10 Keywords Ranking

Keywords	Initial Ranking	Ranking in March
Make a mom insemination kit	104	1
Insemination syringe kit	NA	5
Home insemination kit	NA	8
Get pregnant at home kit	NA	4
Insemination syringe	NA	4
Sperm syringe for pregnancy	NA	5
Get pregnant fast kit	NA	9
Insemination kit for humans	NA	5
Make a mom cryobaby	71	1
Make a mom baby maker	51	2

Client Feedback



Anthony Mitchell 10:45 AM

i see that we are climbing in the organic google rankings



Sunil Kumar 11:54 AM



And we will continue doing that !

Thank You