

RTC Container Sales

Project Summary

<http://www.rtccontainer.com>

Let's Get Familiar With the Project First:

- * RTC Container Sales is a business located in Surrey, Canada.
- * The business deals with selling new and used Storage and Shipping containers at most affordable price.



Project Initiation

- * We took the project in our hands at the end of July (25th July, 2014).
- * It was a complete untouched website that has duplicate content, no outbound links, no internal linking, duplicate meta titles and no formatting.

Our Vision and Mission for the Project:

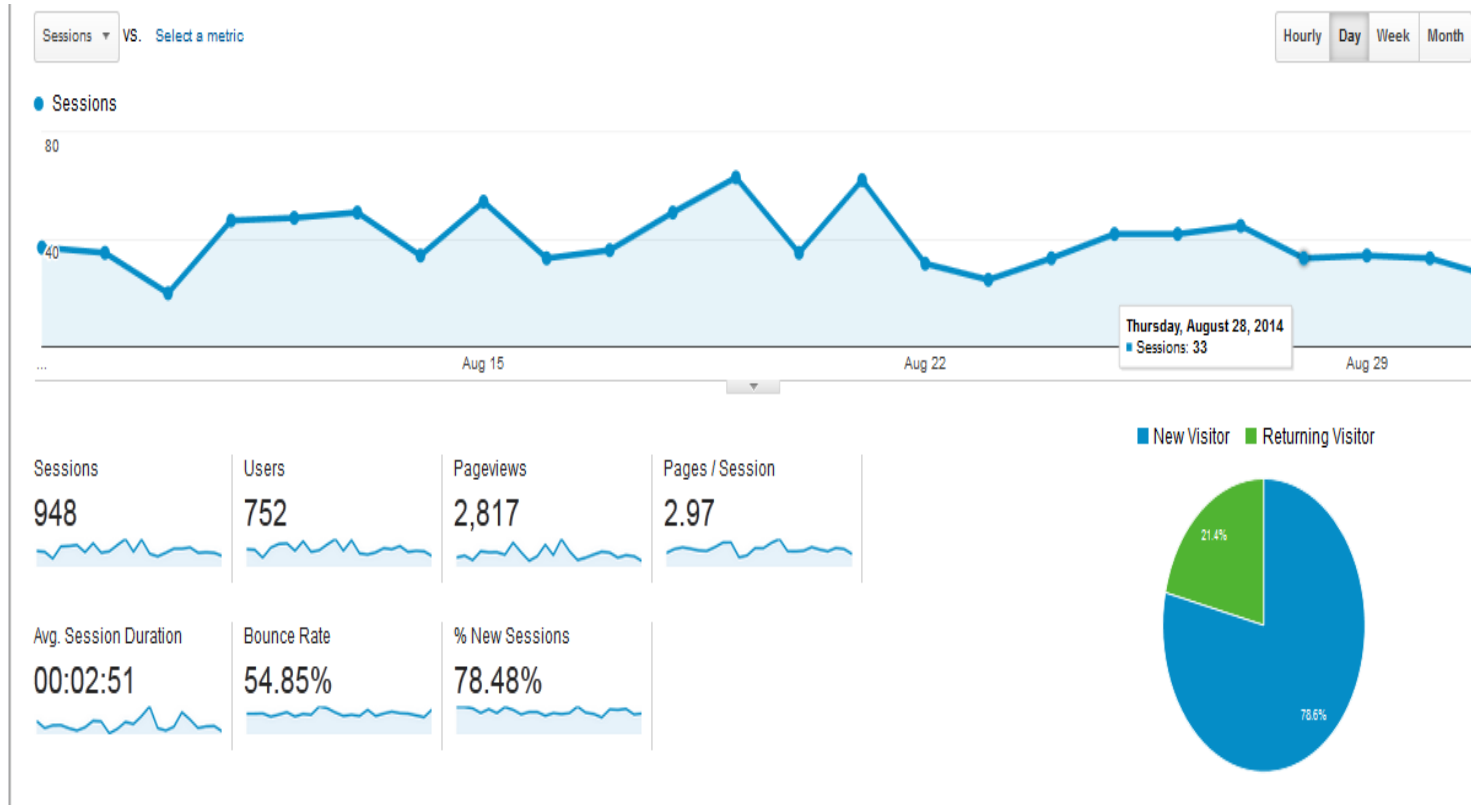
- * To take the rankings to the First Page within six months.
- * To increase the sales and relevant traffic on the website.

Project Undertaking:

- * Firstly, we started with the content. We refreshed all the pages with unique, original and informative content.
- * The next major task was to do all the ON Page correctly with right keywords and density.
- * Followed by correct Off Page Strategies.

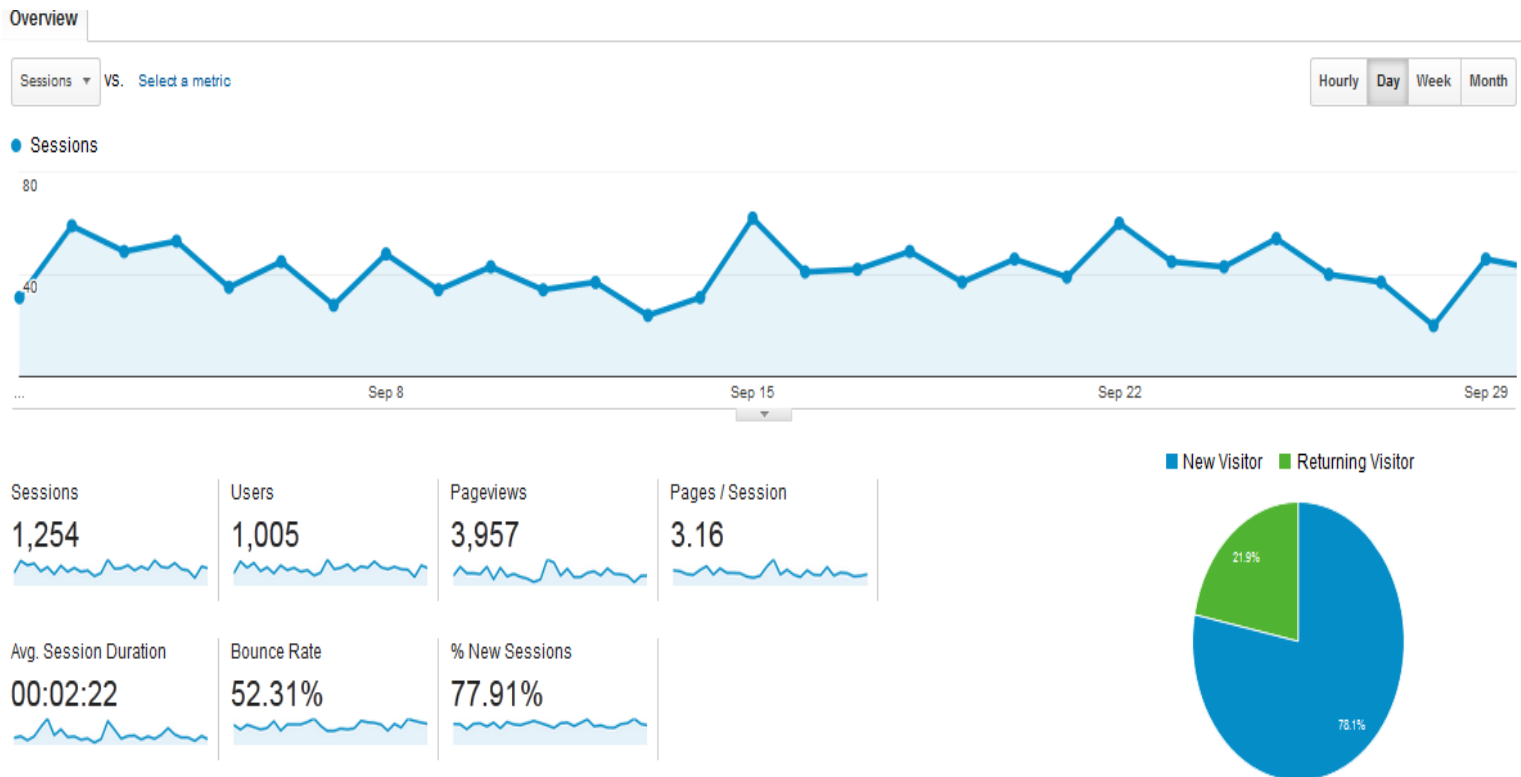
Initial Statistics:

* For the month of Aug 2014



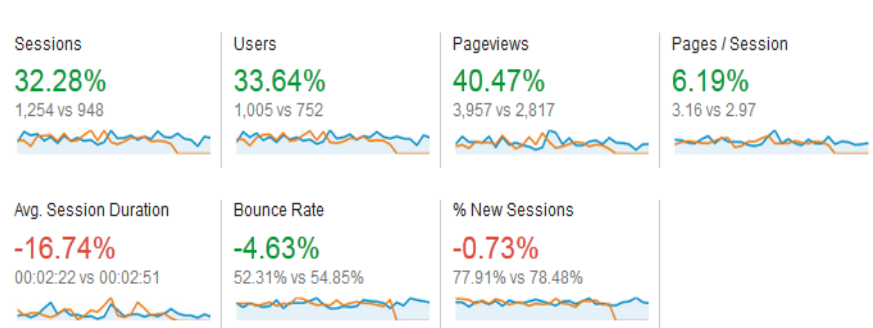
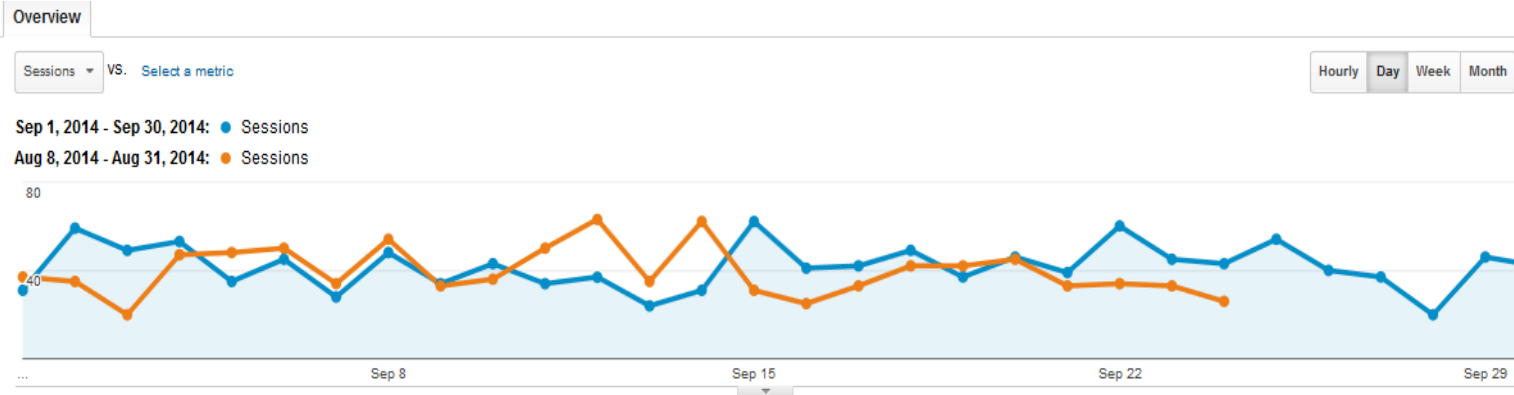
Stats for Only After working 1 month

* Stats for Sept 2014



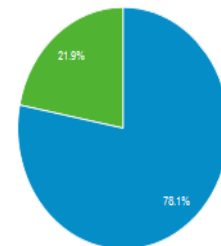
Two Initial Months Comparison:

It is clear from these two snapshots that there is huge increase in the traffic and user sessions for the project.



■ New Visitor ■ Returning Visitor

Sep 1, 2014 - Sep 30, 2014



Latest Google Analytics Comparison

* Location Based User Improvement

1. 🇨🇦 Canada										
Oct 14, 2014 - Oct 28, 2014	410 (54.38%)	78.54%	322 (55.33%)	30.73%	3.54	00:02:59	4.39%	18 (81.82%)	\$0.00 (0.00%)	
Sep 29, 2014 - Oct 13, 2014	290 (53.11%)	79.31%	230 (50.44%)	32.41%	3.85	00:02:27	4.48%	13 (86.67%)	\$0.00 (0.00%)	
% Change	41.38%	-0.98%	40.00%	-5.19%	-8.04%	21.43%	-2.06%	38.46%	0.00%	

- * It is evident from the snapshot that there is almost a double increase in traffic from Canada(the main targeted area).

http://bigboomblog.com/sustainable-living/shipping-container-home-design/seven-types-of-cargo-containers-making-shipping-easier.html

- * The Content Post make it possible to grab 14 clicks for the website with an overall bounce rate as less as 42.86%.

	Referral Path ?	Country / Territory ?	Acquisition			Behavior			Conversions		
			Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Thank You Page (Goal 1 Conversion Rate) ?	Thank You Page (Goal 1 Completions) ?	Thank You Page (Goal 1 Value) ?
			14 % of Total: 1.04% (1,346)	64.29% Site Avg: 79.64% (-19.28%)	9 % of Total: 0.84% (1,072)	42.86% Site Avg: 52.38% (-18.18%)	2.71 Site Avg: 3.30 (-17.75%)	00:00:44 Site Avg: 00:02:33 (-71.49%)	0.00% Site Avg: 2.90% (-100.00%)	0 % of Total: 0.00% (39)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. /sustainable-living/shipping-container-home-design/seven-types-of-cargo-containers-making-shipping-easier.html	United States	7 (50.00%)	100.00%	7 (77.78%)	14.29%	2.71	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. /sustainable-living/shipping-container-home-design/seven-types-of-cargo-containers-making-shipping-easier.html	Mexico	4 (28.57%)	25.00%	1 (11.11%)	75.00%	1.50	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. /	United States	2 (14.29%)	50.00%	1 (11.11%)	50.00%	6.00	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. /sustainable-living/shipping-container-home-design/seven-types-of-cargo-containers-making-shipping-easier.html	Spain	1 (7.14%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

http://worldmaritimeneews.com/archives/140085/top-tips-for-hiring-shipping-containers/

* The post is done recently and grab 4 clicks from the visitors .

	Referral Path ?	Country / Territory ?	Acquisition			Behavior			Conversions Goal 1: Thank You Page ▾		
			Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Thank You Page (Goal 1 Conversion Rate) ?	Thank You Page (Goal 1 Completions) ?	Thank You Page (Goal 1 Value) ?
			4 % of Total: 0.30% (1,072)	100.00% Site Avg: 79.64% (25.56%)	4 % of Total: 0.37% (1,072)	50.00% Site Avg: 52.38% (-4.54%)	1.75 Site Avg: 3.30 (-46.97%)	00:00:37 Site Avg: 00:02:33 (-78.11%)	0.00% Site Avg: 2.90% (-100.00%)	0 % of Total: 0.00% (39)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. /	Bosnia and Herzegovina	1 (25.00%)	100.00%	1 (25.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. /archives/140085/top-tips-for-hiring-shipping-containers/	Canada	1 (25.00%)	100.00%	1 (25.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. /archives/140085/top-tips-for-hiring-shipping-containers/	Germany	1 (25.00%)	100.00%	1 (25.00%)	0.00%	2.00	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. /archives/140085/top-tips-for-hiring-shipping-containers/	United States	1 (25.00%)	100.00%	1 (25.00%)	0.00%	3.00	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)

Keyword Ranking:

* Our Goal:



Latest Ranking:

- * It has been only 3 and half months till we have started working on the project and 13 keywords are already on the **Page 1**.

S.No	Keywords	7th Nov 2014
1	New Containers Canada	8
2	Damaged Shipping Containers	6
3	Damaged Storage Containers	5
4	Used Shipping Containers Vancouver	10
5	Used Shipping Containers Calgary	9
6	New Shipping Containers Calgary	9
7	Used Shipping Containers Red Deer	5
8	New Shipping Containers Red Deer	5
9	Used Steel Shipping Containers Vancouver	8
10	Used Steel Shipping Containers Red Deer	4
11	New Steel Shipping Containers Red Deer	7
12	New Shipping Containers Vancouver	10

Client Feedback for Sept 2014

- * **Are you satisfied with the work currently been performed on the project?**

Yes I am. Excellent work.

- * **Are you satisfied with the results?**

Yes I am. I appreciate seeing the weekly stats/results of your SEO services to show this.

- * **What are your expectations for the next month?**

To start seeing Google page #1 for goal keywords

Client Feedback for Oct 2014

- * **Are you satisfied with the work currently been performed on the project?**

Yes, with both work and customer service.

- * **Are you satisfied with the results?**

Yes - am happy to see first page ranking objectives starting to be accomplished.

- * **What are your expectations for the next month?**

1st page ranking for more target keywords (e.g. "used shipping containers vancouver/calgary/edmonton")

- * **Do you have any suggestions for the improvement of the results?**

Nope, looking forward to continuing with the great work.

Our Ultimate Goal

* Happy Customers

