

SEO Case Study

Image Institute International

III came to us needing a new website and a desire to show up in both Canadian and US search engines for image consulting training keywords as well as image consulting keywords.

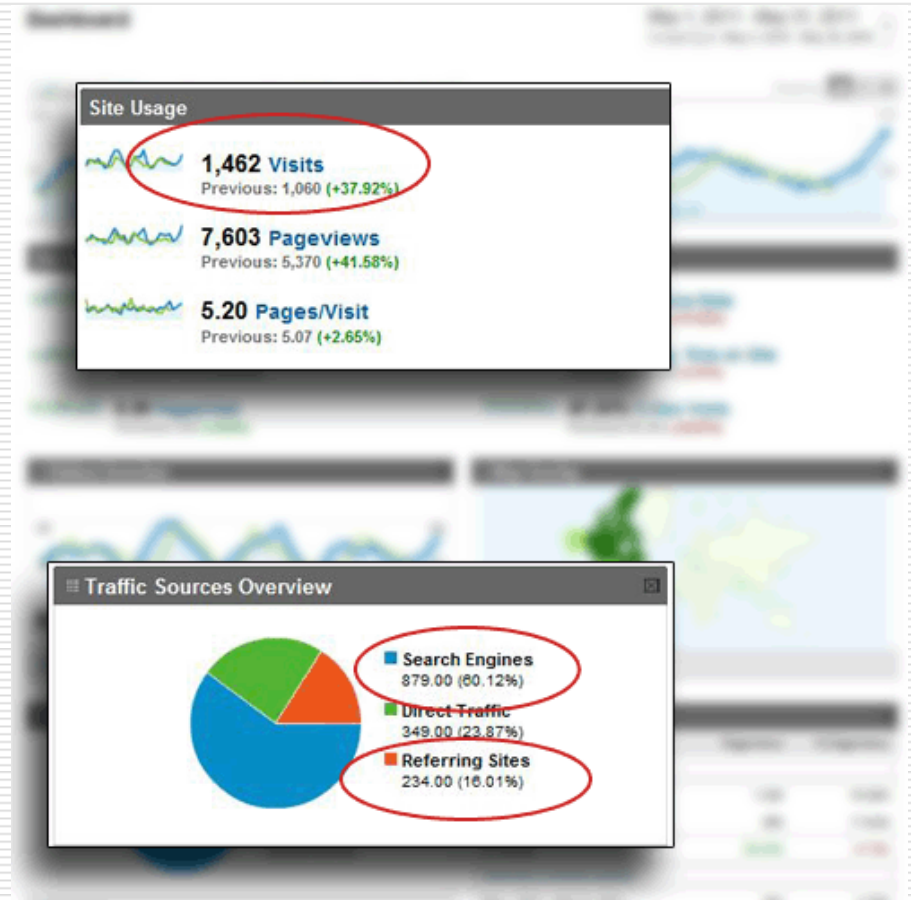
- Traffic has increased from an average of 800 monthly visitors to an average of 1500 visitors
- Search engines account for 60% of the traffic to the site
- Link building has created a valuable source of it's own referral traffic with 16% of traffic coming from referring websites.

Sales increase by 30% comparing same month this year versus same month last year with the online sales statistics.

SEO Case Study

SEO has grown the traffic from the original traffic of 800 visitors just under 1500 monthly visitors.

60% of all traffic is coming from the search engines, a direct result of the SEO work done as well as 16% of traffic comes from referring sites which is a direct result of the inbound link building completed along with the SEO.





SEO Case Study

Image Institute International ranks very well for Canadian searches dominating the large majority of the searches in the top 3 spots.

Google.ca (pages from Canada) Up			
Keyword ▼	Rank	Difference	URL Found
1 colour analysis	8	+ 2 ▲	http://www.imageinstitute.com/store/home-stud...
2 colour analysis training	3	-1 ▼	http://www.imageinstitute.com/store/dvds-mp3s...
3 corporate image consultant	3	+ 1 ▲	http://www.imageinstitute.com/
4 corporate image consulting	3	0	http://www.imageinstitute.com/
5 distance image consultant training	1	0	http://www.imageinstitute.com/image_consultan...
6 executive image consulting	5	0	http://www.imageinstitute.com/executive_devel...
7 executive image development	1	0	http://www.imageinstitute.com/executive_devel...
8 image consultant	2	0	http://www.imageinstitute.com/
9 image consultant training	1	0	http://www.imageinstitute.com/
10 image consulting	5	-1 ▼	http://www.imageinstitute.com/
11 image consulting training	1	0	http://www.imageinstitute.com/
12 image institute	1	0	http://www.imageinstitute.com/
13 keynote speaking training	3	0	http://www.imageinstitute.com/keynote_speakin...
14 lunch and learn training	1	0	http://www.imageinstitute.com/lunchnlearn.htm...
15 personal image consultant training	1	0	http://www.imageinstitute.com/



SEO Case Study

Image Institute International has also wished to rank in the US search engines for "image consultant training" which ranks #7 in Google.com we have also increased the span and are now trying to increase the number of keywords rankings in Google.com

Google				Up
Keyword ▼	Rank	Difference	URL Found	
1	colour analysis	64	+ 10 ▲	http://www.imageinstitute.com/colour_analysis...
2	colour analysis training	10	+ 2 ▲	http://www.imageinstitute.com/store/dvds-mp3s...
3	corporate image consultant	31	+ 1 ▲	http://www.imageinstitute.com/
4	corporate image consulting	36	-4 ▼	http://www.imageinstitute.com/
5	distance image consultant training	6	-3 ▼	http://www.imageinstitute.com/image_consultan...
6	executive image consulting	16	0	http://www.imageinstitute.com/executive_devel...
7	executive image development	6	-1 ▼	http://www.imageinstitute.com/executive_devel...
8	image consultant	34	+ 3 ▲	http://www.imageinstitute.com/
9	image consultant training	12	+ 1 ▲	http://www.imageinstitute.com/
10	image consulting	20	+ 1 ▲	http://www.imageinstitute.com/
11	image consulting training	7	0	http://www.imageinstitute.com/
12	image institute	1	0	http://www.imageinstitute.com/
13	keynote speaking training	32	-3 ▼	http://www.imageinstitute.com/keynote_speakin...
14	lunch and learn training	26	+ 9 ▲	http://www.imageinstitute.com/lunchlearn.htm...
15	personal image consultant training	8	+ 3 ▲	http://www.imageinstitute.com/