	Previous Record	Before Work	After Work	Before Work	After Work	Before Work	After Work	Before Work	After Work	Before Work	After Work	Before Work	After Work	Before Work	After Work	Before Work	After Work	Before Work	After Work	Before Work	After Work	Before Work	After Work	Before Work	After Work
Keywords	**1st**	**1st Month**		**2nd Month**		**3rd Month**		**4th Month**		**5th Month**		**6th Month**		**7th Month**		**8th Month**		**9th Month**		**10th Month**		**11st Month**		**12th Month**	
http://chartermedical.ie/																									
At Charter Medical their mission is to provide patient-centered services of the highest clinical standard to both the public and private sectors.Target market mostly from Ireland.Project objective was to get top 10 ranks for the following Keywords and get 85% - 90% online conversion.																									
Keywords Position																									
Health check	63	40	50	30	39	20	24	1st page	17	1st page	10	1st page	9	1st page	7	1st page	6	1st page	6	1st page	6	1st page	5	1st page	4
Health clinic	68	40	45	30	32	15 - 20	19	1st page	9	1st page	8	1st page	7	1st page	6	1st page	6	1st page	6	1st page	5	1st page	4	1st page	4
Sexual Health Clinic Dublin	73	40	65	40	54	30	45	20	29	1st page	15	1st page	10	1st page	8	1st page	7	1st page	7	1st page	6	1st page	6	1st page	6
STI	69	40	65	40	52	30	45	20	38	15 - 20	30	15	24	10	20	1st page	13	1st page	10	1st page	9	1st page	7	1st page	6
STD	53	30	42	30	30	30	19	1st page	10	1st page	10	1st page	10	1st page	9	1st page	9	1st page	8	1st page	7	1st page	7	1st page	7
mole mapping	75	50	70	50	60	40	48	20	35	15 - 20	25	1st page	14	1st page	9	1st page	7	1st page	5	1st page	4	1st page	2	1st page	1
health screen	98	60	86	60	70	40	52	20	40	15 - 20	27	1st page	15	1st page	10	1st page	8	1st page	8	1st page	7	1st page	7	1st page	7
Cervical Vaccinations	55	30	45	30	30	20	21	1st page	14	1st page	9	1st page	6	1st page	6	1st page	5	1st page	3	1st page	3	1st page	3	1st page	2
Popularity in Web																									
Google PR	1	3		3	-	3	-	3	-	3	2	3	-	3	-	3		3		3		3		3	3
Google Back Link	2	100	50 backlinks	150	110 backlinks	200	200 backlinks	300	325 backlink	500	455 backlinks	600	600 backlinks	800	780 backlinks	1000	975 backlinks	1100	1100 backlinks	1200	1250 backlinks	1500	1425 backlinks	1500	1510 backlinks
Yahoo Back Link	Not found	10	2 backlinks	10	10 backlinks	10	15 backlinks	20	26 backlinks	50	40 backlinks	50	48 backlinks	100	60 backlinks	100	70 backlinks	100	85 backlinks	100	98 backlinks	100	105 backlinks	100	112 backlinks
Bing Back Link	Not found	10	1 backlinks	10	3 backlinks	10	5 backlinks	10	6 backlinks	10	8 backlinks	10	10 backlinks	20	12 backlinks	20	13 backlinks	20	14 backlinks	20	16 backlinks	20	18 backlinks	20	19 backlinks
Bringing Google crawler to your website	5	100	70	150	124	156	155																		
Bringing Yahoo crawler to your website	Not found	50	26	50	48	50	58																		
Bringing Bing crawler to your website	Not found	50	30	100	54	100	64																		
Yahoo Directory Listing	Not found	Target 1st for complition		Target set in 1st month	Done		Approved																		
DMOZ Listing	Not found	Target 1st for complition		Target set in 1st month	Done						Approved														
Keywords Ranking									2 keywords Ranked		2 keywords Ranked		1 keyword Ranked		2 keywords Ranked				1 keyword Ranked...						5 keywords Ranked
No. of Visits	1000	1200	1220	1500	1440	1650	1650	1950	1950	2450	2450		2900		3400		3900		4400		4900		5400		6000
Absolute unique Visitors	475	500	500	600	525	600	550	600	580	600	610		640		670		700		730		760		400		430
Pageviews	1000	1600	1600	3000	3000	4500	4500	6000	6000	8000	7500		9000		10500		12000		13500		15000		16500		18000
New Visits	230	300	260	300	290	300	320	350	350	400	380		410		440		480		520		560		600		640
Organic Traffic	850	1000	910	1000	970	1000	1030	1100	1090	1200	1160		1230		1300		1370		1440		1530		1600		1670
DirectTraffic	100	150	104	150	111	150	121	150	131	150	145		155		170		181		192		205		215		230
Expand your reach to new customers	2	20	15 - 20 keywords added into new Search term	20	22	30	24	30	27	30	31		34		36		39		41		44		46		49
% facebook share	5	50	50	50	55	100	60	100	65	100	70		75		80		85		90		95		100		105
No. facebook Likes	50	250	238	250	250	250	275	350	305	350	335		365		395		420		450		485		520		560
twitter influence			X																						
Google Ripples Creation	20	200	200 share	250	210 share	250	220 share	250	235 share	250	250 share		270 share		300 share		320 share		340 share		360 share		390 share		420 share
Review Counts	10	100	80 reviews	100	85 reviews	100	90 reviews	100	95 reviews	100	100 reviews		105 reviews		110 reviews		116 reviews		122 reviews		128 reviews		135 reviews		145 reviews
No. Master Content Page	4	30	25 - 30 new page created	30	31 page	30	32 page	30	33 page	40	35 page		37 page		39 page		41 page		43 page		45 page		47 page		50 page
Social Popularity			X																						
No of Online Leads	5	30	20 - 25	30	27	30	30	30	32	40	34		37		40		43		45		47		50		52
Increase in Total Online Sales Value	150 euro	3000euro	2500 euro	6000euro	5000 euro	10000euro	7500 euro	10000euro	10000 euro	12500euro	12500 euro		15000 euro		17500 euro		20000 euro		22500 euro		25000 euro		27500 euro		30000 euro
Increase in Total Online Sales number																									
Increase in Facebook Fan Base *	Not found	10	10	20	19	50	42	50	64	100	84		105		130		155		180		202		220		238 total
Increase in Twitter Followers*	192	100	50	100	80	100	62	100	XXX	100	XXX		XXX		XXX		XXX		XXX		XXX		XXX		XXX
Social Media Competitions			X																						
Increase in YouTube Video Views	5	50	40 views	50	42	50	44	50	47	50	49		52		55		58		61		63		65		68
Technical MileStone																									
Site architecture analysis and optimisation	Not found	Target 1st for complition	Done																						
Breadcrumb implementation	Not found	Target 1st for complition	Done																						
Robots.txt Creation & Optimisation	Not found	Target 1st for complition	Done																						
URL optimisation	Not found	Target 1st for complition	Done																						
Title Tag Optimisation	Not found	Target 1st for complition	Done																						
Meta Description Optimisation	Not found	Target 1st for complition	Done																						
Image Alt Tags Optimization	Not found	Target 1st for complition	Done																						
Image Format and Compression Optimisation	Not found	Target 1st for complition	Done																						
Heading tags	Not found	Target 1st for complition	Done																						
Content (keywords) Research and Optimisation	Not found	Target 1st for complition	Done																						
Content creation	Not found	Target 1st for complition	Done																						
Internal Linking Optimisation	Not found	Target 1st for complition	Done																						
External Linking Optimisation	Not found	Target 1st for complition	Done																						
Canonical Redirect Optimisation	Not found	Target 1st for complition	Done																						
HTML Sitemap Creation	Not found	Target 1st for complition	Done																						
Microdata format																									
XML Sitemap	Not found	Target 1st for complition	Done																						
Gzip compression	Not found	Target 1st for complition	Done																						
Broken Link Correction	Not found	Target 1st for complition	Done																						
Browser Caching Optimisation	Not found	Target 1st for complition	Done																						
Code Validation and Optimisation for Page Load Speed	Not found	Target 1st for complition	Done																						
Create custom 404 page	Not found	Target 1st for complition	Done																						
RSS Feed Creation	Not found	Target 1st for complition	Done																						
Video optimisation			X																						
Promotional Success																									
Subscribe into search engines	20		80 subcribed		80 subcribed		80 subcribed		80 subcribed		80 subcribed		80 subcribed		80 subcribed		80 subcribed		80 subcribed		80 subcribed		80 subcribed		80 subcribed
Development of Quality backlinks	30		100 links from thematic website		100 links from thematic website		100 links from thematic website		100 links from thematic website		100 links from thematic website		100 links from thematic website		100 links from thematic website		100 links from thematic website		100 links from thematic website		100 links from thematic website		100 links from thematic website		100 links from thematic website
Article Creation	5		25 articles writing		25 articles writing		25 articles writing		25 articles writing		25 articles writing		25 articles writing		25 articles writing		25 articles writing		25 articles writing		25 articles writing		25 articles writing		25 articles writing
Article Submissions	20		25 article X 60 article directory		25 article X 60 article directory		25 article X 60 article directory		25 article X 60 article directory		25 article X 60 article directory		25 article X 60 article directory		25 article X 60 article directory		25 article X 60 article directory		25 article X 60 article directory		25 article X 60 article directory		25 article X 60 article directory		25 article X 60 article directory
Business related classified submission	10		300 submission		300 submission		300 submission		300 submission		300 submission		300 submission		300 submission		300 submission		300 submission		300 submission		300 submission		300 submission
community building	5		150 Forum Posting		150 Forum Posting		150 Forum Posting		150 Forum Posting		150 Forum Posting		150 Forum Posting		150 Forum Posting		150 Forum Posting		150 Forum Posting		150 Forum Posting		150 Forum Posting		150 Forum Posting
Local directory submissions	50		200 Local Directory Submission		200 Local Directory Submission		200 Local Directory Submission		200 Local Directory Submission		200 Local Directory Submission		200 Local Directory Submission		200 Local Directory Submission		200 Local Directory Submission		200 Local Directory Submission		200 Local Directory Submission		200 Local Directory Submission		200 Local Directory Submission
Industry specific directory submissions	50		300 Niche Directory		300 Niche Directory		300 Niche Directory		300 Niche Directory		300 Niche Directory		300 Niche Directory		300 Niche Directory		300 Niche Directory		300 Niche Directory		300 Niche Directory		300 Niche Directory		300 Niche Directory
Competitor link prospecting	15		100 links		100 links		100 links		100 links		100 links		100 links		100 links		100 links		100 links		100 links		100 links		100 links
Google Places optimisation	20		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews		Creation pf Google Place Page if not exist previously or 70 Reviews
You Tube Video Channel Optimization	5		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each		Video Channel Creation & 10 - 15 video update with 30 review each
Mini site each month with the mini site promotion	5		30 mini sites with 40 postings		30 mini sites with 40 postings		30 mini sites with 40 postings		30 mini sites with 40 postings		30 mini sites with 40 postings		30 mini sites with 40 postings		30 mini sites with 40 postings		30 mini sites with 40 postings		30 mini sites with 40 postings		30 mini sites with 40 postings		30 mini sites with 40 postings		30 mini sites with 40 postings
Affiliate marketing and increase sales through partner sites			X		X		X		X		X		X		X		X		X		X		X		X
eCommerce product visualization in SERP			X		X		X		X		X		X		X		X		X		X		X		X
Google base optimisation			X		X		X		X		X		X		X		X		X		X		X		X
Webmaster Tool Customization (with custom crawler access)	Not found	Target 1st for complition	Registered the domain/Set Geo Location		Fixed 404 error pages &Update XML sitemap ; ; Blocked unwanted pages from SERP page ;; Tracking the website performance		X		X		X		X		X		X		X		X		X		X
Viral Video production in every month	2		5 video		5 video		5 video		5 video		5 video		5 video		5 video		5 video		5 video		5 video		5 video		5 video
Google "Freshness" Search	5		20 service reviews updated		20 service reviews updated		20 service reviews updated		20 service reviews updated		20 service reviews updated		20 service reviews updated		20 service reviews updated		20 service reviews updated		20 service reviews updated		20 service reviews updated		20 service reviews updated		20 service reviews updated