	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**		**11th Month**		**12th Month**
http://www.highlyrelevant.com/																									
Highly Relevant is a Los Angeles-based digital marketing firm. .Target market mostly from United States.Project objective was to get top 10 ranks for the following Keywords and get 75% - 90% online conversion.																									
Keywords Position																									
conversion rate optimization services	58	30	42	20	28	1st page	16	1st page	10	1st page	10	1st page	9	1st page	9	1st page	9	1st page	8	1st page	7	1st page	7	1st page	7
internet marketing company los angeles	54	20	39	20	28	1st page	11	1st page	9	1st page	8	1st page	7	1st page	7	1st page	6	1st page	5	1st page	4	1st page	2	1st page	2
internet marketing agency	70	30	63	30	60	30	55	30	45	20	34	20	25	1st page	17	1st page	13	1st page	9	1st page	10	1st page	10	1st page	10
los angeles seo	85	40	73	40	68	40	63	30	52	20	45	20	39	20	28	1st page	19	1st page	14	1st page	11	1st page	9	1st page	9
internet marketing company	72	40	65	40	58	40	50	20	44	20	40	20	33	20	25	1st page	19	1st page	13	1st page	10	1st page	10	1st page	10
internet marketing los angeles	52	20	35	20	26	1st page	17	1st page	10	1st page	9	1st page	9	1st page	9	1st page	8	1st page	8	1st page	8	1st page	6	1st page	5
seo company los angeles	70	40	63	40	58	40	52	30	46	20	35	20	29	1st page	10	1st page	10	1st page	9	1st page	10	1st page	10	1st page	10
los angeles seo company	55	40	54	40	52	30	45	20	36	20	28	1st page	20	1st page	14	1st page	10	1st page	9	1st page	9	1st page	9	1st page	9
Popularity in Web																									
Google PR	1	2	1	2	-	2	-	2	2	2		2		4	2	4		4	-	4	3	4	-	4	4
Google Back Link	5	50	50 backlinks	100	110 backlinks	200	200 backlinks	350	325 backlink	450	455 backlinks	600	600 backlinks	750	780 backlinks	1000	975 backlinks	1150	1100 backlinks	1250	1250 backlinks	1550	1425 backlinks	1550	1510 backlinks
Yahoo Back Link	Not found	5 backlinks	2 backlinks	10 backlinks	10 backlinks	10 backlinks	15 backlinks	20 backlinks	26 backlinks	40 backlinks	40 backlinks	50 backlinks	48 backlinks	100 backlinks	60 backlinks	100 backlinks	70 backlinks	100 backlinks	85 backlinks	100 backlinks	98 backlinks	120 backlinks	105 backlinks	120 backlinks	112 backlinks
Bing Back Link	Not found	5 backlinks	1 backlinks	5 backlinks	3 backlinks	5 backlinks	5 backlinks	5 backlinks	6 backlinks	10 backlinks	8 backlinks	10 backlinks	10 backlinks	20 backlinks	12 backlinks	20 backlinks	13 backlinks	20 backlinks	14 backlinks	20 backlinks	16 backlinks	20 backlinks	18 backlinks	20 backlinks	19 backlinks
Bringing Google crawler to your website	Not found	30 indexing	55	130 indexing	110	200 indexing	212																		
Bringing Yahoo crawler to your website	Not found	30 indexing	60	130 indexing	116	130 indexing	131																		
Bringing Bing crawler to your website	Not found	40 indexing	45	100 indexing	92	100 indexing	182																		
Yahoo Directory Listing		1st Week Target			Done		Approved																		
DMOZ Listing				2nd Week Target	Done						Approved														
Keywords Ranking									3 keywords Ranked						1 keyword Ranked		1 keyword Ranked		1 keyword Ranked		1 keyword Ranked		1 keyword Ranked		8 keywords Ranked
No. of Visits	190	180 visit	300 visits	400 visit	350 visit	400 visit	380 visits	400 visit	410 visits	450 visit	440 visits	500 visit	470 visits	600 visit	495 visits	600 visit	530 visits	600 visit	560 visits	600 visit	590 visits	650 visit	620 visits	650 visit	660 visits
Absolute unique Visitors	90	70 - 100 visitor	150 - 200 visitor	200 visitor	210 visitors	250 visitor	225 visitors	250 visitor	240 visitors	300 visitor	255 visitors	250 visitor	270 visitors	300 visitor	285 visitors	300 visitor	300 visitors	300 visitor	320 visitors	330 visitor	335 visitors	350 visitor	355 visitors	380 visitor	375 visitors
Pageviews	700	1500 page views	1100 page views	1500 page views	1500 page views	1900 page views	1902 page views	2500 page views	2300 page views	2700 page views	2700 page views	300 page views	3100 page views	3500 page views	3500 page views	4000 page views	3900 page views	4500 page views	4300 page views	5000 page views	4700 page views	5200 page views	5100 page views	5500 page views	5500 page views
New Visits	30	70 visits	85 visits	100 visits	88 visits	100 visits	92 visits	100 visits	97 visits	100 visits	105 visits	100 visits	110 visits	150 visits	116 visits	150 visits	125 visits	150 visits	133 visits	150 visits	140 visits	160 visits	148 visits	160 visits	160 visits
Organic Traffic	75	200 visits	190 visits	200 visits	200 visits	200 visits	210 visits	250 visits	220 visits	250 visits	230 visits	250 visits	245 visits	300 visits	260 visits	300 visits	275 visits	300 visits	290 visits	300 visits	310 visits	320 visits	330 visits	350 visits	350 visits
Direct Traffic	30	100 visits	100 visits	100 visits	105 visits	100 visits	110 visits	130 visits	115 visits	130 visits	120 visits	130 visits	125 visits	150 visits	135 visits	150 visits	145 visits	150 visits	155 visits	180 visits	165 visits	180 visits	175 visits	180 visits	185 visits
Expand your reach to new customers	2	10	6-8 new keywords added for New Query	10	10	10	12	20	15	20	18	20	21	30	24	30	27	30	30	40	34	40	38	40	42
facebook share	2	15	15	20	17	20	20	30	23	30	27	30	31	40	35	40	39	40	43	50	47	50	51	50	55
No. facebook Likes	4	20	20	25	22	25	24	30	26	30	29	40	32	40	35	40	38	40	42	50	46	50	50	50	54
twitter influence	5	15	15	20	16	20	19	20	21	20	23	20	25	30	29	30	32	30	35	40	39	40	44	40	48
Google Ripples Creation	20	600	4 shared into 150 circle	700	158	700	166	800	175	800	185	800	195	800	205	800	216	900	227	900	238	950	249	950	260
Review Counts	4	15	15	20	16	20	18	20	20	20	22	30	25	30	28	30	31	40	34	40	37	40	41	40	45
No. Master Content Page	5	10	10 new pages added for SERP	20	11	20	12	20	14	20	15	20	17	20	19	20	20	20	21	30	23	30	24	30	26
Social Popularity	5	20	Content Syndicate into 10 Social Bookmarking sites	20	11	20	12	20	13	20	15	20	17	20	18	20	20	20	21	30	23	30	24	30	26
No of Online Leads	4		10		11		12		13		15		17		19		21		23		25		27		29
Increase in Total Online Sales Value	500		5000		3500		4000		4600		6200		7200		8600		9900		11200		12000		13500		15500
Increase in Total Online Sales number	1		20 - 25 sales		25		26		28		29		31		32		34		35		37		38		40
Increase in Facebook Fan Base *	2		20		21		22		24		25		27		29		30		32		33		34		36
Increase in Twitter Followers*	5		40		41		42		44		46		48		49		51		53		55		57		59
Increase in YouTube Video Views	5		50 - 60 views		61		64		66		68		71		72		74		76		77		79		81
Technical MileStone																									
Site architecture analysis and optimisation	Not found	Target 1st for compliition	Done																						
Breadcrumb implementation	Not found	Target 1st for compliition	Done																						
Robots.txt Creation & Optimisation	Not found	Target 1st for compliition	Done																						
URL optimisation	Not found	Target 1st for compliition	Done																						
Title Tag Optimisation	Not found	Target 1st for compliition	Done																						
Meta Description Optimisation	Not found	Target 1st for compliition	Done																						
Image Alt Tags Optimization	Not found	Target 1st for compliition	Done																						
Image Format and Compression Optimisation	Not found	Target 1st for compliition	Done																						
Heading tags	Not found	Target 1st for compliition	Done																						
Content (keywords) Research and Optimisation	Not found	Target 1st for compliition	Done																						
Content creation	Not found	Target 1st for compliition	Done																						
Internal Linking Optimisation	Not found	Target 1st for compliition	Done																						
External Linking Optimisation	Not found	Target 1st for compliition	Done																						
Canonical Redirect Optimisation	Not found	Target 1st for compliition	Done																						
HTML Sitemap Creation	Not found	Target 1st for compliition	Done																						
Microdata format	Not found	Target 1st for compliition	Done																						
XML Sitemap	Not found	Target 1st for compliition	Done																						
Gzip compression	Not found	Target 1st for compliition	Done																						
Broken Link Correction	Not found	Target 1st for compliition	Done																						
Browser Caching Optimisation	Not found	Target 1st for compliition	Done																						
Code Validation and Optimisation for Page Load Speed	Not found	Target 1st for compliition	Done																						
Create custom 404 page	Not found	Target 1st for compliition	Done																						
RSS Feed Creation	Not found	Target 1st for compliition	Done																						
Video optimisation	Not found	Target 1st for compliition	Done																						
Promotional Success																									
Subscribe into search engines	10	50	50 subscribed	50	50 subscribed	50	50 subscribed	50	50 subscribed	50	50 subscribed	50	50 subscribed	50	50 subscribed	50	50 subscribed	50	50 subscribed	50	50 subscribed	50	50 subscribed	50	50 subscribed
Development of Quality backlinks	5	25	25 links from thematic website	25	25 links from thematic website	25	25 links from thematic website	25	25 links from thematic website	25	25 links from thematic website	25	25 links from thematic website	25	25 links from thematic website	25	25 links from thematic website	25	25 links from thematic website	25	25 links from thematic website	25	25 links from thematic website	25	25 links from thematic website
Article Creation	2	15	15 articles writing	15	15 articles writing	15	15 articles writing	15	15 articles writing	15	15 articles writing	15	15 articles writing	15	15 articles writing	15	15 articles writing	15	15 articles writing	15	15 articles writing	15	15 articles writing	15	15 articles writing
Article Submissions	20	500	15 article X 30 article directory	500	15 article X 30 article directory	500	15 article X 30 article directory	500	15 article X 30 article directory	500	15 article X 30 article directory	500	15 article X 30 article directory	500	15 article X 30 article directory	500	15 article X 30 article directory	500	15 article X 30 article directory	500	15 article X 30 article directory	500	15 article X 30 article directory	500	15 article X 30 article directory
Business related classified submission	5	25	25 submission	25	25 submission	25	25 submission	25	25 submission	25	25 submission	25	25 submission	25	25 submission	25	25 submission	25	25 submission	25	25 submission	25	25 submission	25	25 submission
community building	5	50	50 Forum Posting	50	50 Forum Posting	50	50 Forum Posting	50	50 Forum Posting	50	50 Forum Posting	50	50 Forum Posting	50	50 Forum Posting	50	50 Forum Posting	50	50 Forum Posting	50	50 Forum Posting	50	50 Forum Posting	50	50 Forum Posting
Local directory submissions	5	100	100 Local Directory Submission	100	100 Local Directory Submission	100	100 Local Directory Submission	100	100 Local Directory Submission	100	100 Local Directory Submission	100	100 Local Directory Submission	100	100 Local Directory Submission	100	100 Local Directory Submission	100	100 Local Directory Submission	100	100 Local Directory Submission	100	100 Local Directory Submission	100	100 Local Directory Submission
Industry specific directory submissions	5	100	100 Niche Directory	100	100 Niche Directory	100	100 Niche Directory	100	100 Niche Directory	100	100 Niche Directory	100	100 Niche Directory	100	100 Niche Directory	100	100 Niche Directory	100	100 Niche Directory	100	100 Niche Directory	100	100 Niche Directory	100	100 Niche Directory
Competitor link prospecting	6	20	20 links	20	20 links	20	20 links	20	20 links	20	20 links	20	20 links	20	20 links	20	20 links	20	20 links	20	20 links	20	20 links	20	20 links
Google Places optimisation	4	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews	20 - 30	Creation pf Google Place Page if not exist previously or 20+ Reviews
You Tube Video Channel Optimization	2	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review	60	Video Channel Creation & 4 - 5 video update with 15 review
Mini site each month with the mini site promotion	20	200	10 mini sites with 20 postings	200	10 mini sites with 20 postings	200	10 mini sites with 20 postings	200	10 mini sites with 20 postings	200	10 mini sites with 20 postings	200	10 mini sites with 20 postings	200	10 mini sites with 20 postings	200	10 mini sites with 20 postings	200	10 mini sites with 20 postings	200	10 mini sites with 20 postings	200	10 mini sites with 20 postings	200	10 mini sites with 20 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	10	30	25 - 30 registration increased	30	25 - 30 registration increased	30	25 - 30 registration increased	30	25 - 30 registration increased	30	25 - 30 registration increased	30	25 - 30 registration increased	30	25 - 30 registration increased	30	25 - 30 registration increased	30	25 - 30 registration increased	30	25 - 30 registration increased	30	25 - 30 registration increased	30	25 - 30 registration increased
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 compliition	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			X		X		X		X		X		X		X		X		X		X		X		X
Google "Freshness" Search	2		4 course review content update		4 course review content update		4 course review content update		4 course review content update		4 course review content update		4 course review content update		4 course review content update		4 course review content update		4 course review content update		4 course review content update		4 course review content update		4 course review content update