

	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.enjoyCPR.com																									
EnjoyCPR is a nationally accredited training organization that was founded in 2003, with the purpose of teaching effective CPR, First Aid, and Childcare Provider classes. Main target audience from united states. Project objective was to get top 10 ranks for the following keywords and get 60% booking online in advance for each course.																									
cpr classes	55	20	40	10 - 20	30	10 - 20	21	10	10	10	10	1st page	9	1st page	9	1st page	8	1st page	6	1st page	5	1st page	5	1st page	5
cpr training	80	30	65	20 - 30	50	20 - 30	38	10 - 20	31	10 - 20	26	10	22	1st page	17	1st page	8	1st page	8	1st page	8	1st page	7	1st page	6
first aid training	110	80	85	50	78	50	62	20	45	20	36	10	38	1st page	10	1st page	8	1st page	7	1st page	7	1st page	7	1st page	6
cpr certification	70	40	65	40	59	40	45	20	36	20	30	20	25	1st page	15	1st page	20	1st page	19	1st page	15	1st page	10	1st page	9
cpr class	65	20	60	20	56	20	46	20	35	20	25	10	19	1st page	10	1st page	10	1st page	9	1st page	7	1st page	6	1st page	6
cpr first aid certification	62	20	60	20	55	20	49	20-30	40	20-30	34	10 - 20	23	1st page	17	1st page	10	1st page	9	1st page	7	1st page	7	1st page	7
first aid and cpr certification	82	30	75	30	70	30	59	30	50	30	39	30	35	20	30	20	24	1st page	16	1st page	9	1st page	9	1st page	9
first aid classes	45	15 - 20	41	15 - 20	35	15 - 20	31	15 - 20	26	15 - 20	23	10	19	1st page	17	1st page	16	1st page	13	1st page	12	1st page	10	1st page	10
Popularity in Web																									
Google PR	Not found	2	0	2	-	2	-	2	-	2	2	4	2	4	2	4	2	4	2	4	2	5	2	5	3
Google Back Link	5	100	50 backlinks	150	110 backlinks	200	200 backlinks	400	325 backlink	500	455 backlinks	700	600 backlinks	800	780 backlinks	1000	975 backlinks	1500	1100 backlinks	1500	1250 backlinks	1500	1425 backlinks	2000	1510 backlinks
Yahoo Back Link	Not found	20	2 backlinks	20	10 backlinks	30	15 backlinks	30	26 backlinks	50	40 backlinks	50	60 backlinks	100	60 backlinks	100	70 backlinks	100	85 backlinks	100	98 backlinks	150	105 backlinks	150	112 backlinks
Bing Back Link	Not found	20	1 backlinks	20	3 backlinks	20	5 backlinks	20	6 backlinks	20	8 backlinks	20	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	11	200	120	1000	750	1500	1375	2500	2070	2500	2070	2500	2070	2500	2070	2500	2070	2500	2070	2500	2070	2500	2070	2500	2070
Bringing Yahoo crawler to your website	Not found	10	2	30	13	50	28	50	34	50	34	50	34	50	34	50	34	50	34	50	34	50	34	50	34
Bringing Bing crawler to your website	Not found	10	4	30	25	50	46	100	67	100	67	100	67	100	67	100	67	100	67	100	67	100	67	100	67
Yahoo Directory Listing	Not found	Target 1st for completion		Target set in 1st month	Done		Approved																		
DMOZ Listing	Not found	Target 1st for completion		Target set in 1st month	Done								Approved												
Keywords Ranking	Not found	Target 1st for completion							1 keyword Ranked				1 keyword Ranked		1 keyword Ranked		2 keywords Ranked				1 keyword Ranked		2 keywords Ranked		3 keywords Ranked
No. of Visits	180	500 visits	300 visits	500 visits	350 visits	500 visits	370 visits	500 visits	400 visits	500 visits	430 visits	500 visits	460 visits	600 visits	490 visits	600 visits	520 visits	600 visits	550 visits	600 visits	580 visits	700 visits	610 visits	700 visits	650 visits
Absolute unique Visitors	95	300 visitors	150 - 200 visitor	300 visitors	210 vitits	300 visitors	250 visits	300 visitors	250 visits	300 visitors	270 visits	300 visitors	290 visits	400 visitors	310 visits	400 visitors	330 visits	400 visitors	350 visits	500 visitors	370 visits	500 visitors	390 visits	500 visitors	410 visits
Pageviews	580	1000	900 page views	1500	1200 page views	2000	1500 page views	2000	1800 page views	2500	2100 page views	2500	2400 page views	3000	2700 page views	4000	3000 page views	3500	3300 page views	4000	3600 page views	4000	3900 visits	4500	4100 visits
New Visits	35	100	85 visits	100	100 visits	100	95 visits	100	100 visits	150	110 visits	150	120 visits	150	130 visits	150	145 visits	200	175 visits	200	175 visits	200	190 visits	250	205 visits
Organic Traffic	90	200	190 visits	250	200 visits	300	210 visits	250	220 visits	250	230 visits	250	240 visits	250	250 visits	300	265 visits	300	280 visits	300	295 visits	350	310 visits	350	325 visits
Direct Traffic	30	100	100 visits	150	105 visits	150	110 visits	150	115 visits	150	120 visits	150	125 visits	150	130 visits	150	140 visits	200	150 visits	200	165 visits	200	175 visits	200	190 visits
Expand your reach to new customers	2	10 keywords added for New Query	3 - 5 keywords added for New Query																						
% facebook share		X	X																						
No. facebook Likes		X	X																						
% of twitter influence		X	X																						
Google Ripples Creation	50	2 shared into 200 circle	2 shared into 150 circle	4 shared into 300 circle	4 shared into 200+ circle	1 shared into 400 circle	1 shared into 300+ circle	2 shared into 200circle	2 shared into 200+ circle																
Review Counts			X																						
No. Master Content Page			X																						
Social Popularity																									
No of Online Leads	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Increase in Total Online Sales Value	50	10000	5000																						
Increase in Total Online Sales number																									
Increase in Facebook Fan Base *			X																						
Increase in Twitter Followers*			X																						
Social Media Competitions			X																						
Increase in YouTube Video Views	5	20 - 30	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views	15 - 20 views
Technical MileStone																									
Site architecture analysis and optimisation	Not found	Target 1st for completion	Done																						
Breadcrumb implementation	Not found	Target 1st for completion	Done																						
Robots.txt Creation & Optimisation	Not found	Target 1st for completion	Done																						
URL optimisation	Not found	Target 1st for completion	Done																						
Title Tag Optimisation	Not found	Target 1st for completion	Done																						
Meta Description Optimisation	Not found	Target 1st for completion	Done																						
Image Alt Tags Optimization	Not found	Target 1st for completion	Done																						
Image Format and Compression	Not found	Target 1st for completion	Done																						
Optimisation	Not found	Target 1st for completion	Done																						
Heading tags	Not found	Target 1st for completion	Done																						
Content (keywords) Research and Optimisation	Not found	Target 1st for completion		Target set in 1st month	Done																				
Content creation	Not found	Target 1st for completion		Target set in 1st month	Done		Target set in 2nd month	Done	Target set in 3rd month	Done															
Internal Linking Optimisation	Not found	Target 1st for completion	Done																						
External Linking Optimisation	Not found	Target 1st for completion	Done				Target set in 2nd month	Done																	
Canonical Redirect Optimisation	Not found	Target 1st for completion	Done																						
HTML Sitemap Creation	Not found	Target 1st for completion	Done																						
Microdata format	Not found	Target 1st for completion	Done																						
XML Sitemap	Not found	Target 1st for completion	Done																						
Gzip compression	Not found	Target 1st for completion	Done																						
Broken Link Correction	Not found	Target 1st for completion	Done																						
Browser Caching Optimisation	Not found	Target 1st for completion	Done					Expand your reach to new customers																	
Code Validation and Optimisation for Page Load Speed	Not found	Target 1st for completion	Done																						
Create custom 404 page	Not found	Target 1st for completion	Done																						