



SEO Case Studies

Case Study 2:

RubyLoveJoy

Website : <http://www.rubylovejoy.com>

Country : Australia

Project Duration : June 1, 2012- August 1, 2012.

Overview: Ruby Love Joy offers a unique selection of clothing, handmade silver jewelry, leather bags, ladies wallets, maxidress & Indian headdress for sale online.

Challenge :

- Getting good rank for industry related keywords
- Running a link building campaign for improving link popularity
- Social Media Promotion

Strategy :

ON Page Optimization

Services
Website Audit & Suggestion
Comparative Analysis - Competitors & Client Website
Key phrase research and analysis
Web Pages Analysis
Meta tags & Header tags Optimization
Sitemap Creation

Off Page Optimization & Social Media Optimization

Services	Approximate Number of Submission / Account Setup
Directory Submissions	400
Article Submissions	60
Press Release Distribution	10
Submitting to Social Media Bookmarking websites	500




Social Networking	5
Social Media Profile Creation	10
Link Building	80
Local Ads Posting	150
Forum Posting	30
Setup Micro Blogging Accounts & Promotion	3
Link Baiting	120
Search Engine Submission	40

SEO Ranking Before Our work :
Alexa Rank: 9,678,695

Keywords	Google Rank	Yahoo Rank	Bing Rank
Indian headdress	0	0	0
Maxidress	0	0	0
Ladies leather wallets	0	0	0
Handmade leather bags	0	0	0
Handmade silver jewellery	0	0	0

WORK Done : 2 Months

Results After Our work ::

Alexa Rank: 5,678,695 

Ranking Improvement

Keywords	Google Rank	Yahoo Rank	Bing Rank
Indian headdress	2	3	3
Maxidress	3	3	3
Ladies leather wallets	4	5	5
Handmade leather bags	7	5	5
Handmade silver jewellery	7	6	6