



SEO Case Studies

Case Study 1:



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

Country : USA

Project Duration : December 7, 2010- June 3, 2011.

Overview: ATS database is the online sports betting site that provides you online sports betting picks, NFL Stats, NFL football picks, buy football stats , buy basketball picks, college football database, buy football picks, buy college basketball picks, sports betting advice, college football betting and football database, buy sports picks and many more.

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	1418
Article Submissions	400
Press Release Distribution	10
Submitting to Social Media Bookmarking websites	1000




Social Networking	4
Social Media Profile Creation	10
Link Building	200
Local Ads Posting	800
Forum Posting	50
Setup Micro Blogging Accounts & Promotion	3
Link Baiting	300
Video Submissions & promotion	15
Search Engine Submission	50

SEO Ranking Before Our work :
 Alexa Rank: 4,711,641

Keywords	Google Rank	Yahoo Rank	Bing Rank
ATS Stats	0	0	0
Sports betting database	0	0	0
NFL betting help	0	0	0
Sports betting help	0	0	0
NHL betting stats	0	0	0
Sports handicapping services	0	0	0
NBA betting stats	0	0	0

WORK Done : 6 Months

Results After Our work ::

Alexa Rank: **2,409,354** 

Ranking Improvement

Keywords	Google Rank	Yahoo Rank	Bing Rank
ATS Stats	1	1	1
Sports betting database	4	1	1
NFL betting help	5	9	10
Sports betting help	8	10	14
NHL betting stats	6	13	10
Sports handicapping services	6	7	9
NBA betting stats	8	12	10



Traffic Improvement :

(Google Analytics)

Date	Visits	Unique Visitors	Page views	Average Page views	New Visits
June 2010-Nov 2010	33,203	23,475	142,624	3.05	69.47
Dec 2010-June 2011	47,778	36,563	167,710	4.30	75.09%



<http://www.atsdatabase.com> - [http://...](http://www.atsdatabase.com)
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Visitors Overview
 Dec, 2010 - May 2011

% of visits: 100.00%

Overview

Visits

30,000

15,000

Dec 2010

January 2011

February 2011

March 2011

April 2011

May 2011