📊 Case Study – 5 Wards Services

Project Timeline: June 25, 2025 – August 25, 2025
 Services Provided: SEO (On-page, Technical, Off-page), Social Media Marketing, Website Development, Google Business Profile Optimization, Graphic Design
 Platform Used: Go High Level

🏁 Project Overview

5 Wards partnered with us to establish their **digital presence** and generate leads via multiple online marketing channels. The main focus in the first three months was:

- Building & optimizing their **website**

- Laying the foundation for **technical SEO** & on-page optimization

- Setting up **tracking tools** (Google Analytics, Google Tag Manager, Search Console)

- Starting **social media branding & posting**

- Beginning **off-page SEO** with backlinks, profiles, and guest posts

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📈 Month-by-Month Results

◆ Month 1 – June 2025

Google Search Console Performance:

- Clicks: **10**

- Impressions: **96**

- Top Traffic Pages: Home Page, Membership Page

Website Metrics:

- DA: **1**

- Spam Score: **1**

Key Actions Taken:

- **Technical SEO Setup:** Sitemap, Crawlers, Canonical URLs, Meta Titles & Descriptions, Tag Manager, Analytics, Search Console

- **Website Development:** Membership Funnel, Homepage Revisions, FAQ Integration, Blog Fixes, Domain Setup (Go High Level + GoDaddy)

- **Automation & Email Marketing:** Email templates, triggers, pricing funnel automation

- **Social Media Setup:** Bio optimization (FB, LinkedIn, IG), header image designs, brand development

- **Tracking Infrastructure:** Google Analytics, Search Console, GTM fully configured

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- ◆ **Month 2 – July 2025**

Google Search Console Performance:

- Clicks: **14**

- Impressions: **149**

- Top Traffic Pages: Home Page, Join Now Page

Website Metrics:

- DA: **1** → **3** (+2)

- Spam Score: **1** (Excellent)

Key Actions Taken:

- **On-Page SEO Enhancements:** Content updates, heading changes, form adjustments, design refinements across homepage & membership page

- **Legal Pages:** Privacy Policy, Terms & Conditions

- **Reputation Management:** Setup, Listings, Profile Creations (20 listings, 13 profiles)

- **Off-Page SEO:** 8 guest post blogs created & submitted, broken link disavowal, business listing submissions

- **Social Media:** Content calendar setup, post scheduling, graphic designs for posts

- **Website Fixes:** Blog errors resolved, 404 cleanup, video removal, image & text updates

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◆ Month 3 – August 2025

Google Search Console Performance:

- Clicks: **25**

- Impressions: **152**

Website Metrics:

- DA: **3**

- Spam Score: **1**

Key Actions Taken:

- **Off-Page SEO:** Continued guest posting, business listings, profile creations

- **Social Media Marketing:** Graphic design & scheduled posting across platforms

- **Content Expansion:** Guest blog submissions & optimization for backlinks

- **Ongoing On-Page SEO:** Fine-tuning content, headings, and meta details

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🎯 Goals & KPIs

- **SEO:** Grow organic traffic month-over-month → Achieved (Clicks 10 → 14 → 25)

- **Authority Building:** Increase Domain Authority → Achieved (DA 1 → 3 in 2 months)

- **Technical SEO:** Full setup of tracking & analytics → Completed in Month 1

- **Social Media:** Establish brand presence & posting consistency → Achieved with planner & graphics

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💡 Recommendations (Next Steps)

1. **Backlink Building:** Increase monthly volume of high-quality backlinks to strengthen domain authority further.

2. **Content Marketing:** Publish SEO-optimized blogs on the website to capture long-tail keywords.

3. **Google Ads Campaigns:** Launch search & local campaigns targeting service-related keywords.

4. **Google Business Profile:** Encourage customer reviews to boost local SEO visibility.

5. **Social Media:** Increase video-based content & engagement-driven posts.

✅ Summary of Achievements in 3 Months

- Website fully launched & optimized (Go High Level)

- Technical SEO foundation completed

- Domain Authority improved (DA 1 → 3)

- Organic traffic started & growing steadily

- Business listings, profiles & guest posts established

- Reputation management system built

- Social media branding & posting consistency achieved