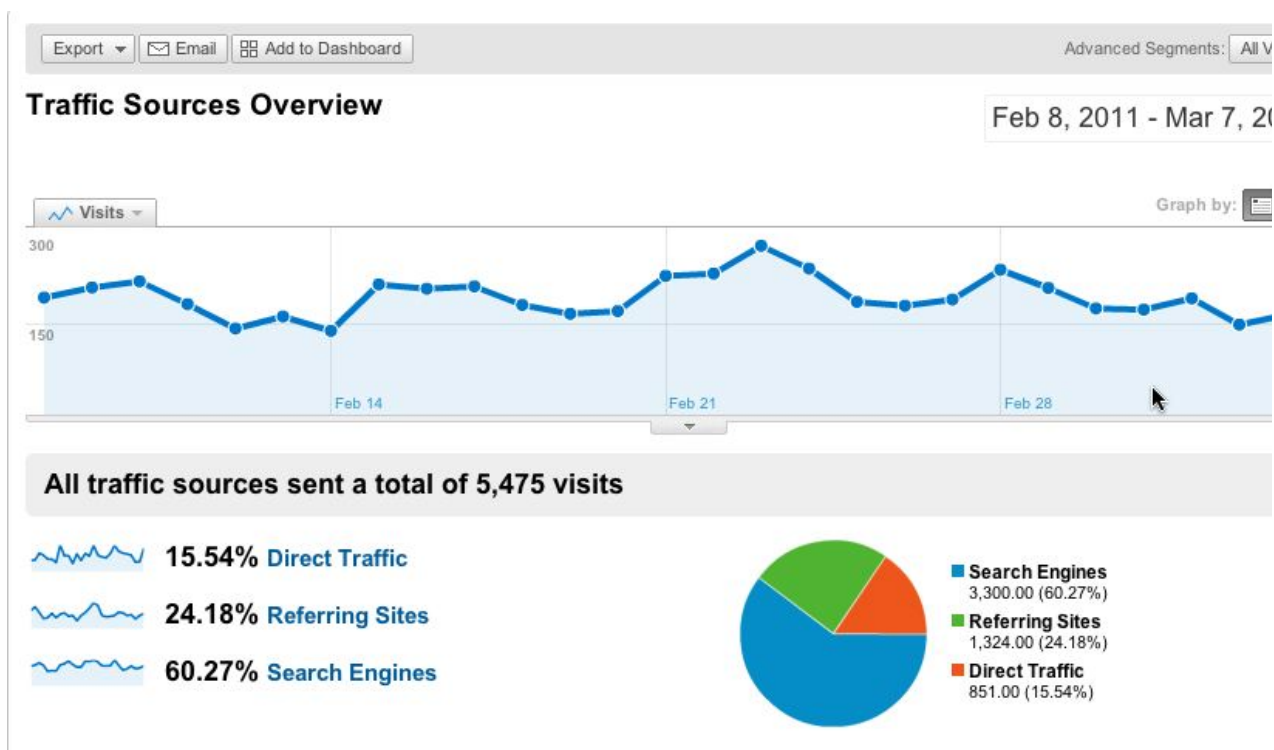


SEO CASE STUDY CSECTIONRECOVERYKIT.COM

Below are screen shots of traffic data from google analytics from February 8 2011 to September 8 2011. During this time period a monthly campaign of SEM (search engine marketing) and SEO (search engine optimization) was undertaken utilizing an array of strategies including article marketing, social marketing and backlink building.

Traffic had been grown for the previous 18 months through onsite SEO and regular keyword targeted content creation via a blog, posting around once a week. The site also has an ongoing PPC campaign (SEM) with google which roughly accounts for an average of 1600 monthly visits. Prior to working with Hawaii Internet Marketing the site was getting around 2-3000 visits a month which was primarily from google ads.

During this 9 month period the total traffic tripled from 5,475 to 16, 369. During this period the percentage of traffic from organic search engines results climbed from 60.27 to 80.83. This search engine percentage was grown steadily as the blog content grew.



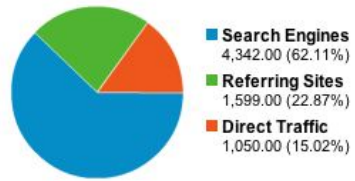
Traffic Sources Overview

Mar 8, 2011 - Apr 7, 2011



All traffic sources sent a total of 6,991 visits

- 15.02% Direct Traffic
- 22.87% Referring Sites
- 62.11% Search Engines



Traffic Sources Overview

Apr 8, 2011 - May 7, 2011



All traffic sources sent a total of 7,562 visits

- 12.15% Direct Traffic
- 20.74% Referring Sites
- 67.11% Search Engines







Traffic Sources Overview

Sep 8, 2011 - Oct 7, 2011



All traffic sources sent a total of 12,511 visits

-  **9.84% Direct Traffic**
-  **13.32% Referring Sites**
-  **76.84% Search Engines**



- **Search Engines**
9,613.00 (76.84%)
- **Referring Sites**
1,667.00 (13.32%)
- **Direct Traffic**
1,231.00 (9.84%)

Traffic Sources Overview

Oct 8, 2011 - Nov 7, 2011

100.00% of total visits

Overview



All traffic sources sent a total of 16,369 visits



- **80.83% Search Traffic**
13,231 Visits
- **9.82% Referral Traffic**
1,607 Visits
- **9.35% Direct Traffic**
1,531 Visits