Maritime Training School

Ma itime Training School has been offe ing boat license courses in Sydney and Canbe ra since 2009.

Their expe t trainers b ing up to 35 years of on-water expe ience, delive ing one-day courses to help students get licensed quickly and confidently.

Challenges

- Existing domain authority of the website was quite low in the beginning of the campaign.
- Keywords chosen for the campaign have decent search volume and medium competition.
- We had to compete with government and educational websites in SERP as these were among our top competitors.
- Website had a lot of onsite bugs which needed to be analyzed and fixed for improving rankings in SERP.
- Bounce rate of the website was also high due to look and feel of the site.
- Website had a simple informational layout rather than one which can get conversions

Solution

- We started with analyzing relevant pages for the targeted keywords. New landing pages were created for specific keyword optimized pages.
- Meta information which included meta title and meta description was drafted according to the relevancy and impressive form user perspective. It will help more users in search to land on the website.
- Website load time speed and page size were also optimized.
- Keyword optimized onpage content was added on the website on the pages.
- Interlinking of the webpages was done which help authority to rotate in the website.

- Call to actions and form was added on the website to get conversions from traffic driven on the website.
- Client business was registered on local citations website .com.au extension which also has decent domain authority for local SEO.
- We got relevant high-quality contextual links from high DA, high TF sites.

Results

Domain	Keyword	Start	G	b	Y	1 Day	7 Days	30 Days	Life
maritimetrainingschool.com.au/boat-...	boat licence course	-	2	7	24	-	-	▲98	▲ 5
maritimetrainingschool.com.au/gene...	deckhand course sydney	-	3	-	1	-	-	-	▲97
maritimetrainingschool.com.au/boat-...	sydney boat licence	-	3	4	4	▲ 1	-	-	▲97
maritimetrainingschool.com.au/gene...	deckhand course	-	4	4	14	-	-	-	▲ 96
maritimetrainingschool.com.au/	sydney boat licence	-	4	1	1	▲ 1	-	-	▲ 96
maritimetrainingschool.com.au/	boat licence sydney	-	4	4	1	-	-	▲ 1	▲ 96
maritimetrainingschool.com.au/	boating licence sydney	-	4	5	1	-	-	-	▲ 96
maritimetrainingschool.com.au/	boat licence sydney	-	4	3	5	-	-	▲ 1	▲96
maritimetrainingschool.com.au/	boating licence sydney	-	4	4	3	-	-	-	▲96
maritimetrainingschool.com.au/	boat licence nsw	-	10	10	9	-	▲ 1	▲ 3	▲ 90
maritimetrainingschool.com.au/	nsw boat licence	-	10	11	18	-	▲ 1	▲ 2	▲ 90
maritimetrainingschool.com.au/	boating licence nsw	-	10	13	-	-	-	▲ 1	▲ 90

maritimetrainingschool.com.au Desktop Mobile

Organic Search Positions for google.com.au database (i)

| 1.1K KEYWORDS |
| 932 TRAFFIC |
| $1.3K TRAFFIC COST |

Traffic Keywords ◆ Notes ▾   1M 6M 1Y 2Y All Time

Feb'17   Mar'17   Apr'17   May'17   Jun'17   Jul'17

maritimetrainingschool.com.au ▼
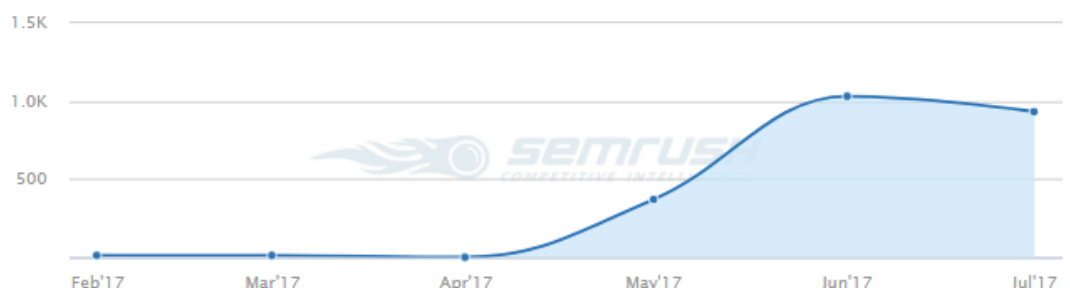
Ahrefs Rank	UR	DR	Backlinks	Referring domains	Organic keywords
7,115,360	38	43	4.52K +49 Live 2.7K	223 +3 Live 180	1.7K +40

Backlink profile   Organic search   Paid search   Content overview

Ahrefs Rank

Today	7,115,360	↓ 1,092
avg 7 days	7,136,352	↑ 136,646
avg 1 month	6,958,828	↓ 89,208
avg 3 months	6,948,446	↓ 1,190,894

Past 3 months

6M
7M
8M

May   Jun   Jul

Referring pages LIVE INDEX 1,079

19 Jul '17
1,045

1100
1075
1050
1025
1000

28 30 2 4 6 8 10 12 14 16 18 20 22 24 26