

SEO Project Case Study

SEO Analytics based on Fixes & Implementations
for an online radio & podcast website



Overview

THE PROJECT OBJECTIVE:

Zen Fires was hired for a project to audit, and provide recommendations and fixes for, an online radio and podcast website where analytics showed suspiciously lower traffic than desired. We did a lot of research and provided data and recommendations, and executed fixes. This SEO audit + fixes project was executed over a 4-month timeframe.

THE WORK:

We did heavy research on the search engine analytics, website architecture, SEO setups and tool integrations. We did competitive research for the client keywords and provided recommendation on information architecture and wireframes/UI, as well as keywords and integrations. We worked with the website maintenance provider and did many SEO fixes and integrations ourselves as well. We monitored results of our implementations and tweaked as needed.

THE RESULTS:

Per the data shown, for the SEO work we did on the website, there was improvement in analytics during our heaviest time of fixes. Using the existing content on the website, along with our fixes and integrations, Google shot up from previously indexing a flat 350 pages to 630 pages of the website during our 4 month project. Also as shown in our data set, the website sessions (visits) went from ~350/week at beginning, to ~600/week at project conclusion. Many of the SEO fixes we provided were correcting Google errors, providing recommendations to the developer and re-setting up search engine tools accounts and discontinuing dated, costly website integrations.

Additional metrics showed value (as presented in this data), such as qualitative metrics (average time on site, and pageviews), and reduced spam results (from hacked/spamy links and keywords).

Traffic growth was consistent across desktop and mobile and was notable from Google/organic search as a website traffic source.

Website Pages Indexing in Growth

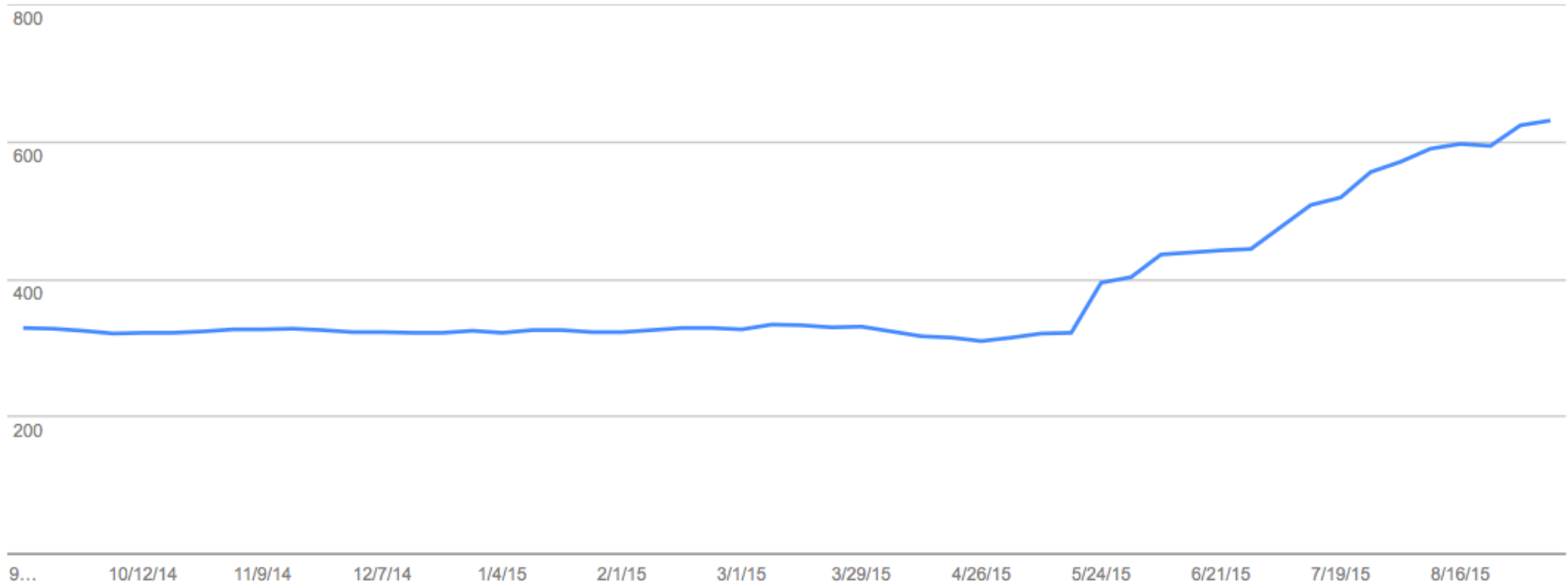
Our first step was to correct the pages indexed and ensure search engines were seeing and indexing more pages for the site – accomplished as shown below.

Index Status Showing data from the last year

Basic

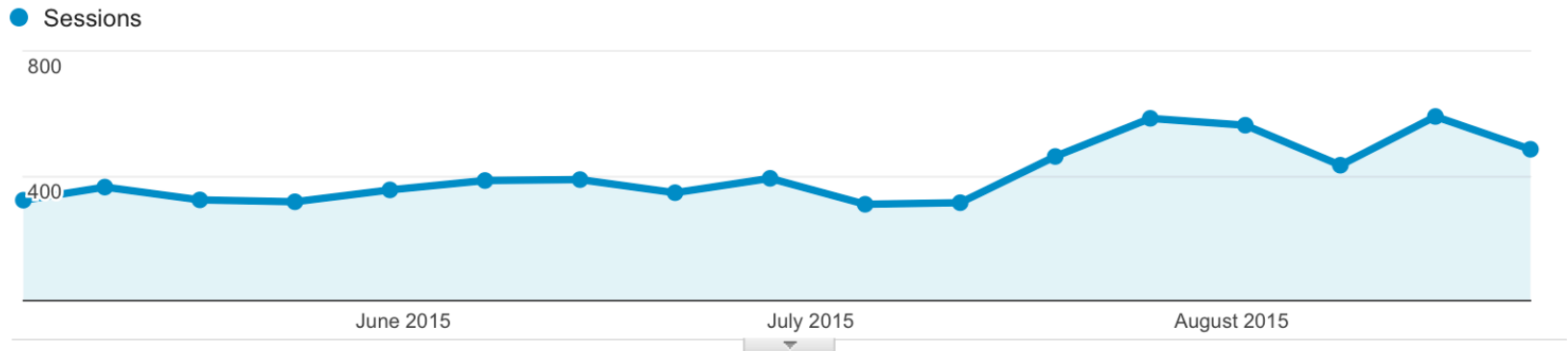
Advanced

■ Total indexed ⓘ
631



The numbers shown in the graph may not reflect some filters that can prevent indexed URLs from appearing in our search results. [Learn more.](#)

Zen Fires was tasked to execute this project including audit and provided fixes for website SEO for client's primary domain. Our implementations during this 4 month window resulted in growth in web *visitor traffic* from 360 visits per week to the 590 visits per week.



Sessions

6,932



Users

4,072



Pageviews

14,102



Pages / Session

2.03



Avg. Session Duration

00:02:53

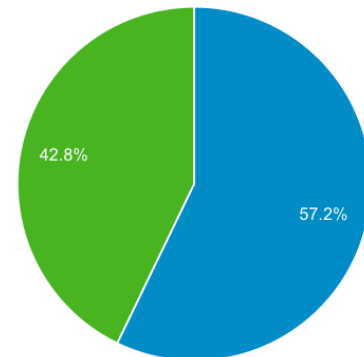


Bounce Rate

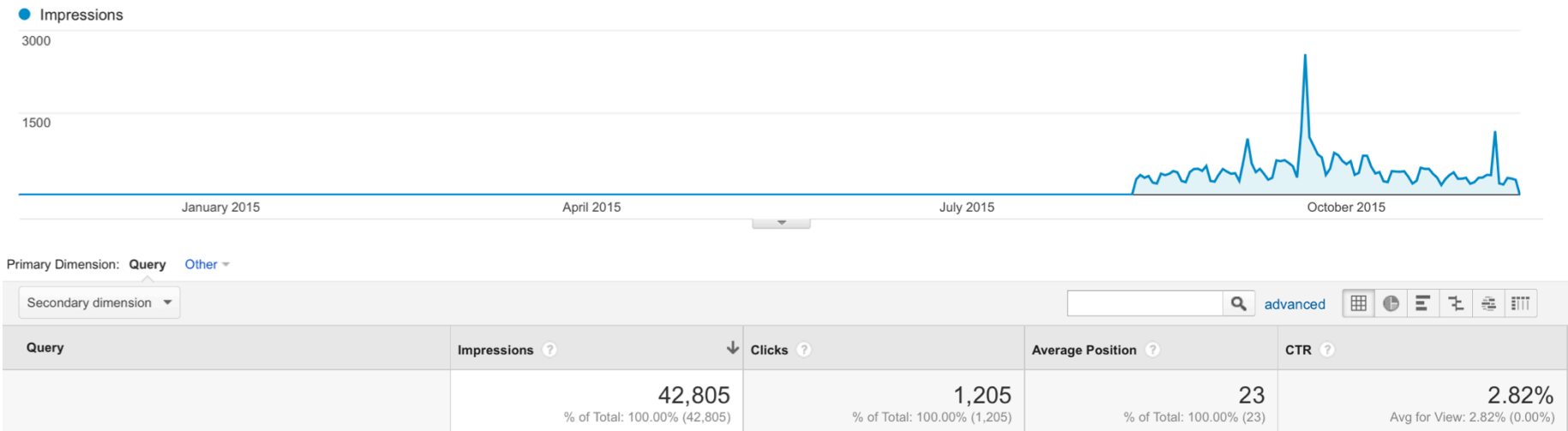
61.67%



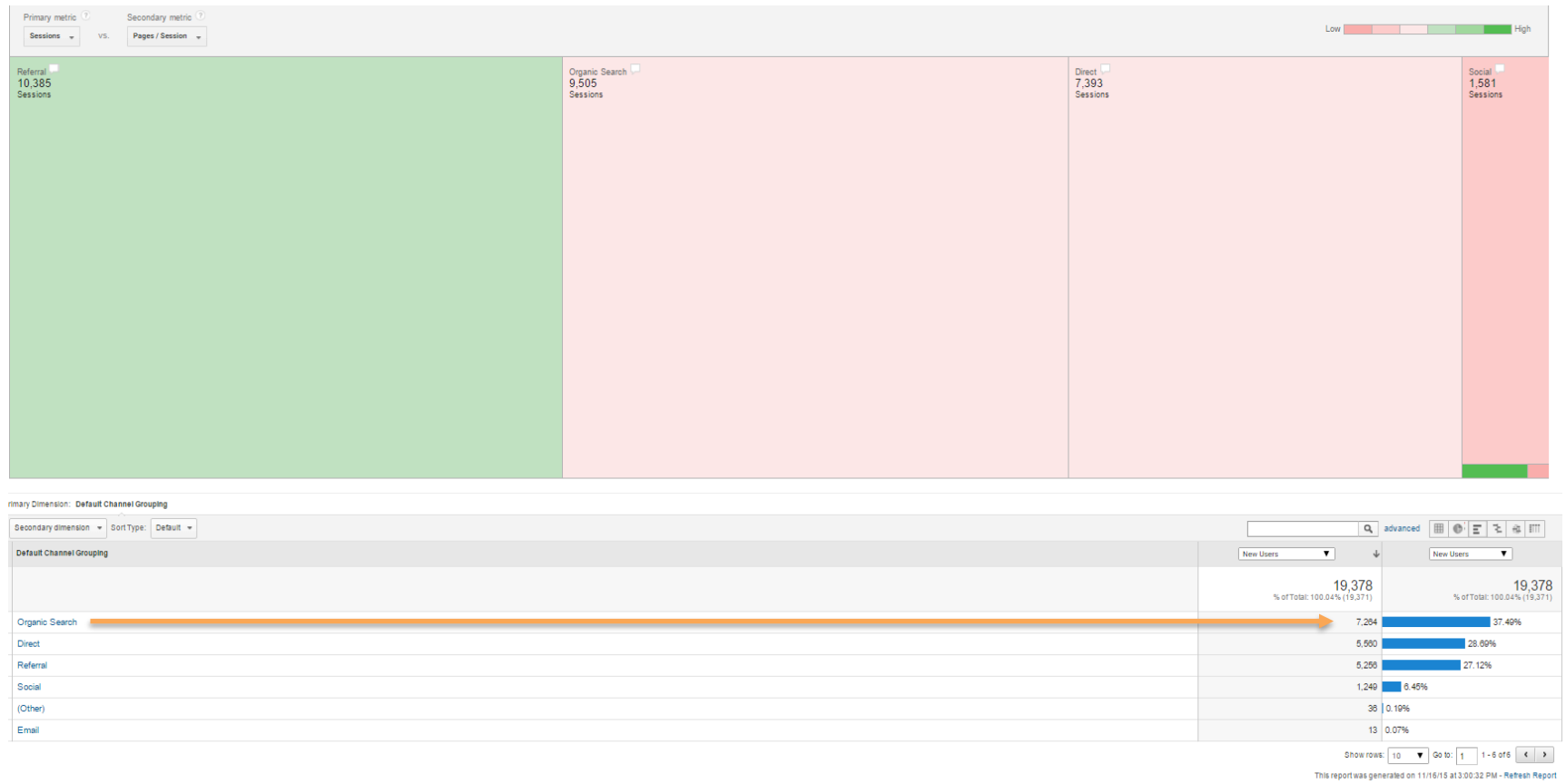
■ New Visitor ■ Returning Visitor



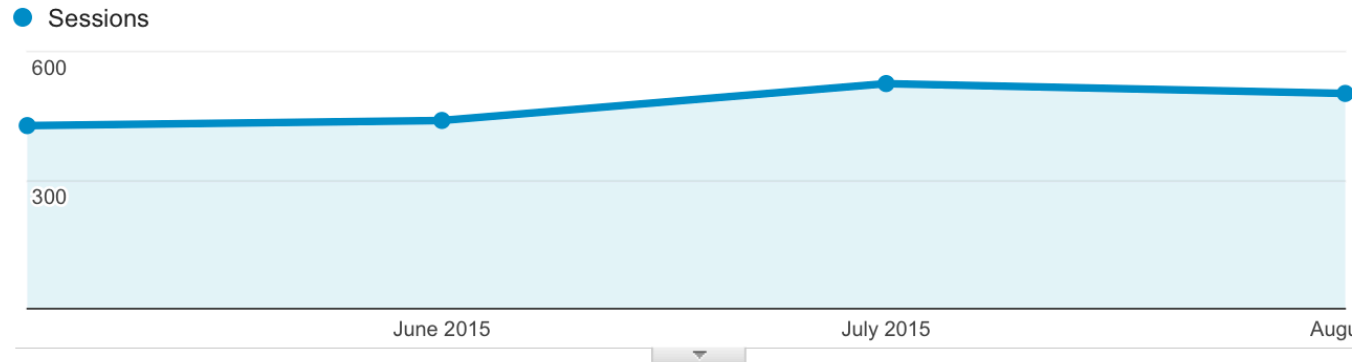
The growth in *search engine optimization; search-based queries and impressions* for the website during the time of our major integrations (a reflection of our SEO setup fixes):



For the same project, our implementations during this 4 month window resulted as *Organic Search* was shown as the channel that leveraged the highest number of *New Users over extended period*.



For the same project, our implementations during this 4 month window resulted in growth in Google organic *traffic* from originally below 430 visits per month to our improved 530 visits per month.



Primary Dimension: **Source / Medium** [Other](#)

Plot Rows

Secondary dimension

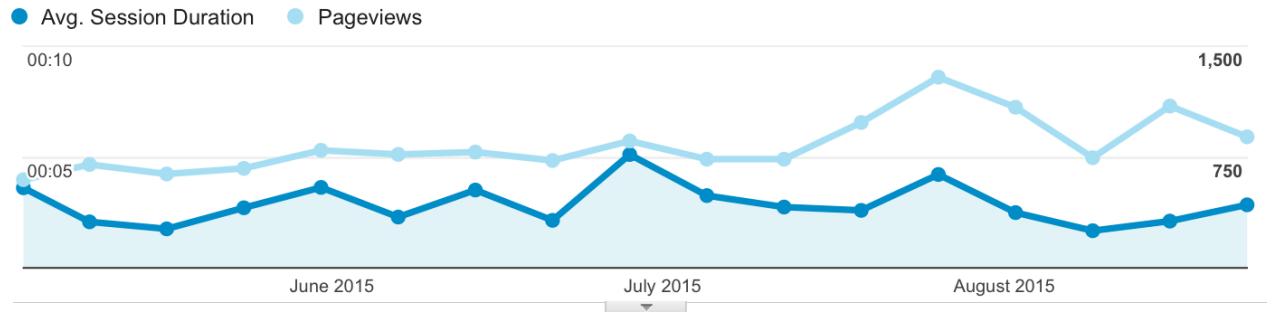
advanced

Sort Type: Default

	Source / Medium	Acquisition			Behavior	
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session
		1,893 % of Total: 27.31% (6,932)	56.63% Avg for View: 57.16% (-0.92%)	1,072 % of Total: 27.06% (3,962)	56.10% Avg for View: 61.67% (-9.03%)	2.25 Avg for View: 2.03 (10.41%)
<input type="checkbox"/>	1. google / organic	1,893(100.00%)	56.63%	1,072(100.00%)	56.10%	2.25



Avg session duration and pageviews increased during the time of our heavy execution and recommendations for more qualitative results and leads.



Sessions

6,932

Users

4,072

Pageviews

14,102

Pages / Session

2.03

Avg. Session Duration

00:02:53

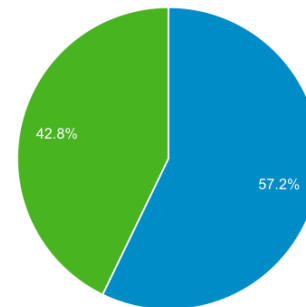
Bounce Rate

61.67%

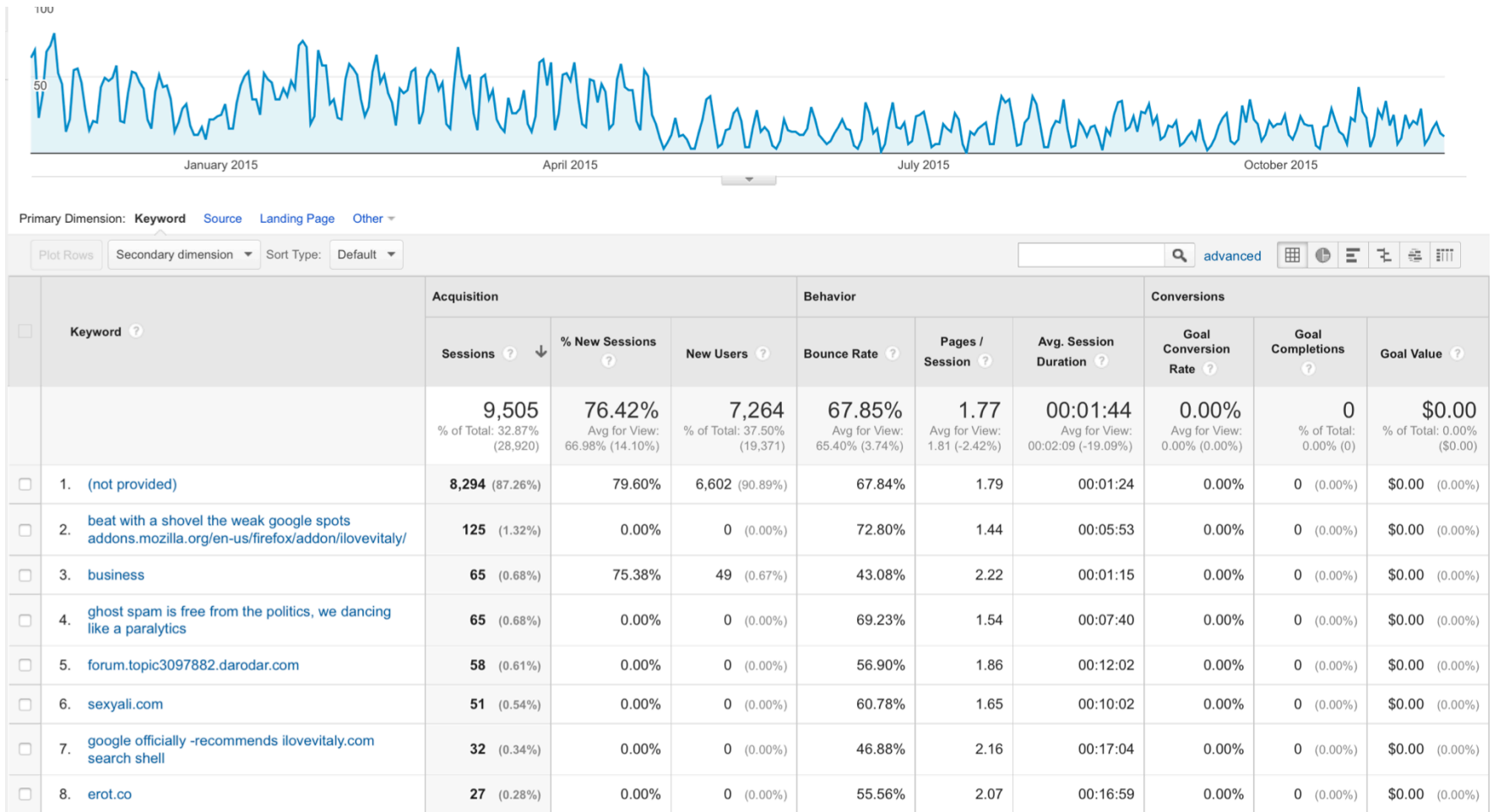
% New Sessions

57.16%

■ New Visitor ■ Returning Visitor

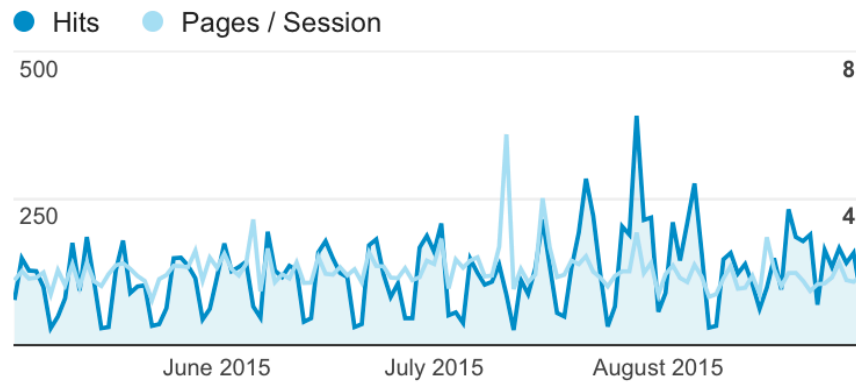


The primary traffic keywords previously in the calendar year (prior to our involvement) comprised spam/hacking keywords. Our fixes reduced those spammy keywords.

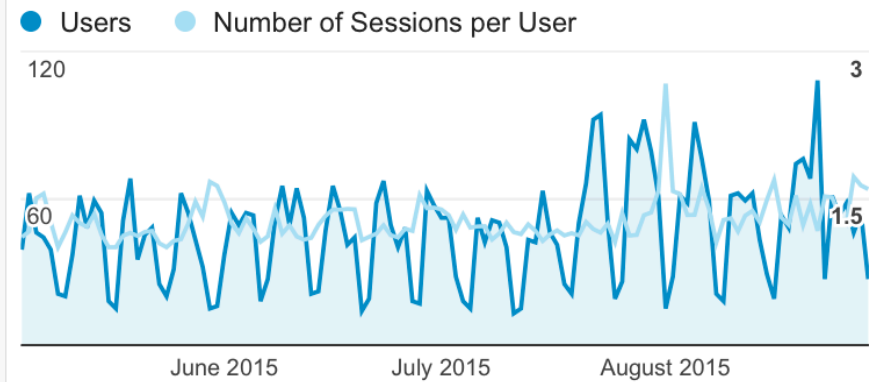


Additional metrics in growth during the project and timing of our implementations.

Hits and Pages / Session



Users and Number of Sessions per User



Thank You!



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