

SEO Results Report

Client: FASimms.co.uk. Website: businessliquidation.co.uk. Date: April, 2014

1) Rankings

On some keywords we have 50-100 positions rank increase, it's currently on 12th position in Google.co.uk on keyword "business liquidation".

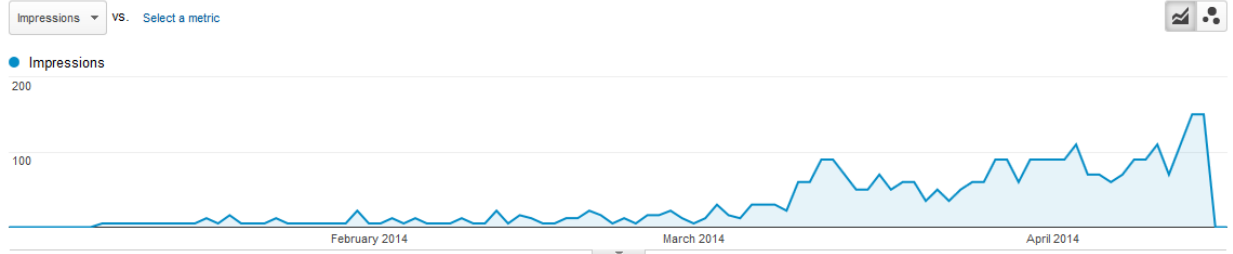
Search Engine Rankings: Details

Keyword	Google	Google.co.uk
business insolvency	Not in top 200	Not in top 200
business liquidation	Not in top 200	16 ↑ 47
company liquidation	77 ↑	28 ↑ 98
company voluntary arrangement	Not in top 200	Not in top 200
creditors voluntary liquidation	Not in top 200	Not in top 200
voluntary liquidation	88 ↑	36 ↑ 106

Report created: Mar 28, 2014 by [ENTER COMPANY NAME](#)
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2) Appearance in Search results (Impressions)

We started from just 5 impressions daily but now it's 100-150.

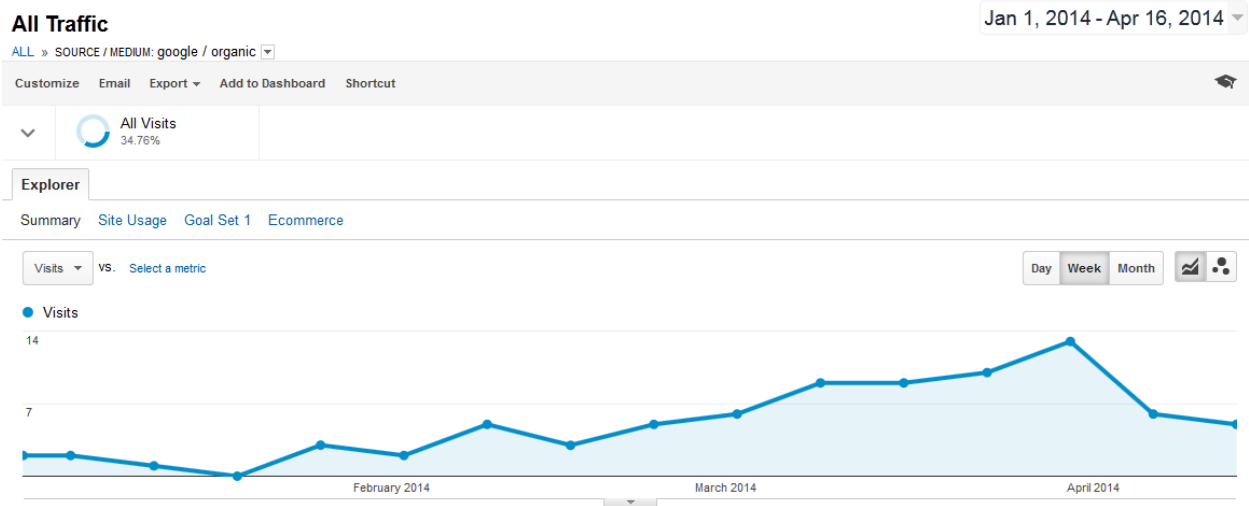


Primary Dimension: Query Other

Query	Impressions	Clicks	Average Position	CTR
	3,584 <small>% of Total: 102.40% (3,500)</small>	30 <small>% of Total: 250.00% (12)</small>	41 <small>Site Avg: 43 (-5.62%)</small>	0.84% <small>Site Avg: 0.34% (144.14%)</small>
1. company liquidation	400 (11.16%)	5 (16.67%)	34	1.25%
2. business liquidation	320 (8.93%)	5 (16.67%)	20	1.56%
3. liquidation advice	250 (6.98%)	0 (0.00%)	35	0.00%
4. compulsory liquidation	200 (5.58%)	0 (0.00%)	40	0.00%
5. creditors voluntary liquidation	170 (4.74%)	0 (0.00%)	71	0.00%
6. company liquidation advice	150 (4.19%)	0 (0.00%)	25	0.00%
7. company liquidation process	150 (4.19%)	0 (0.00%)	42	0.00%

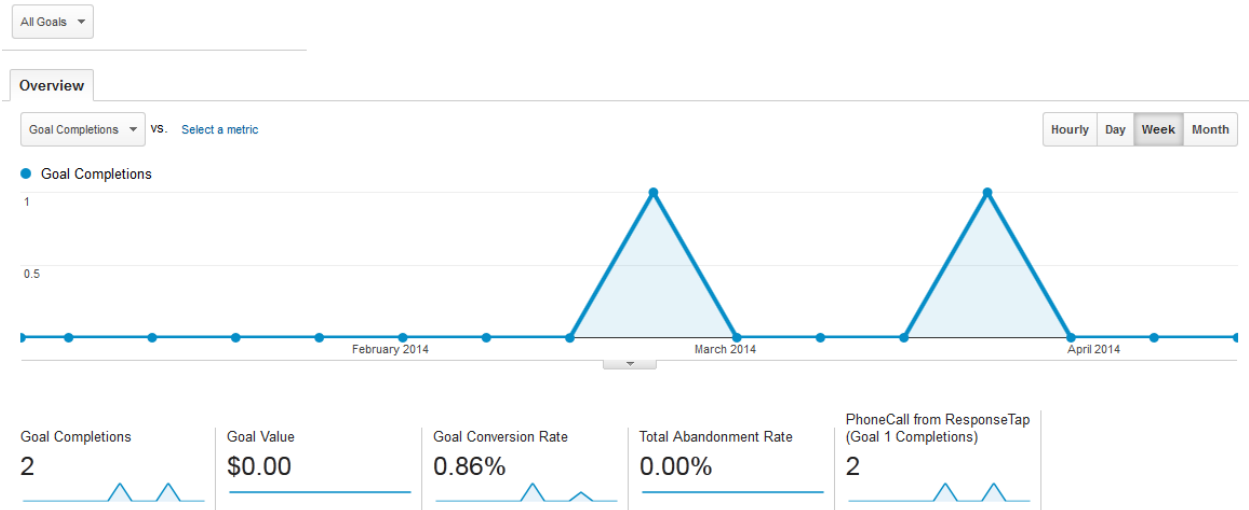
3) Organic Traffic

We had 1-3 visits daily, now it is 5-13.



4) Conversions.

We had 2 real calls from this site. The value of 1 call based on FAS spendings in AdWords is 550 pounds.



Conclusions.

All targets achieved. We had about 100 positions increase on most of keywords. The website is on 12th place in Google Rankings, we are getting conversions.

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