

seotécnico

International SEO Achievements 2017-2018

www.seotecnico.com

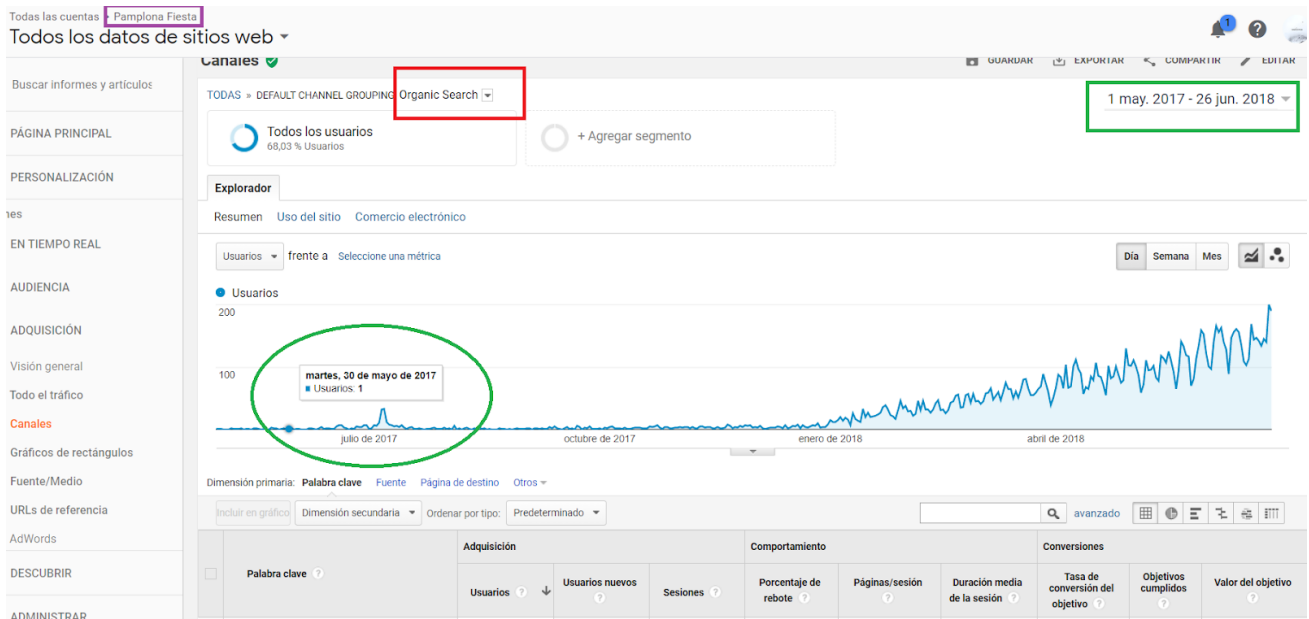
Luis Salazar Jurado

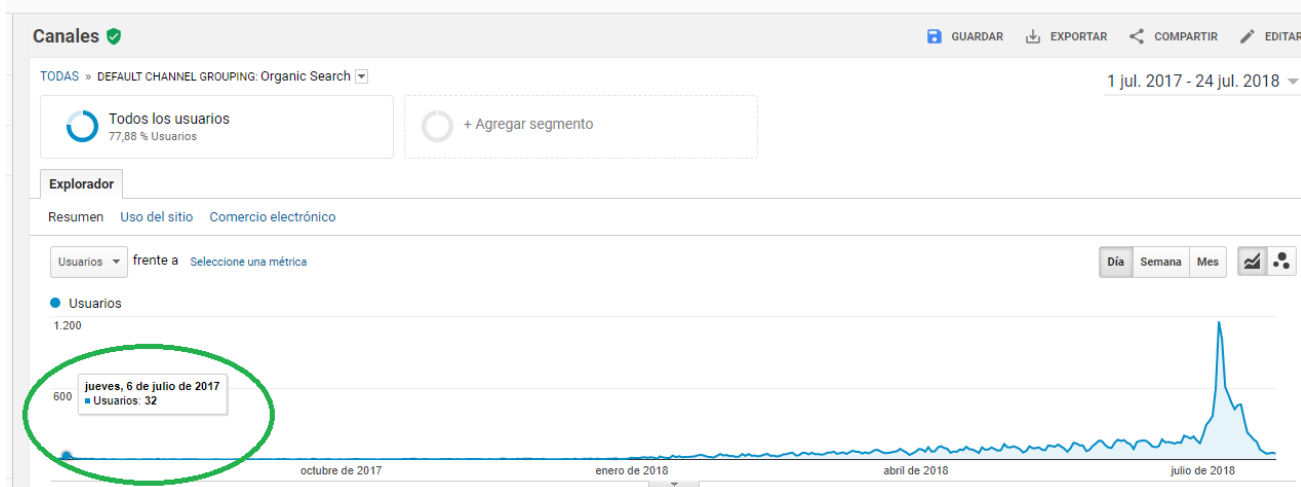
Introduction

The following results have been achieved in different sectors, competitions level, with different CMS or platforms and with different market size and Search Volume or potential Keywords targeting.

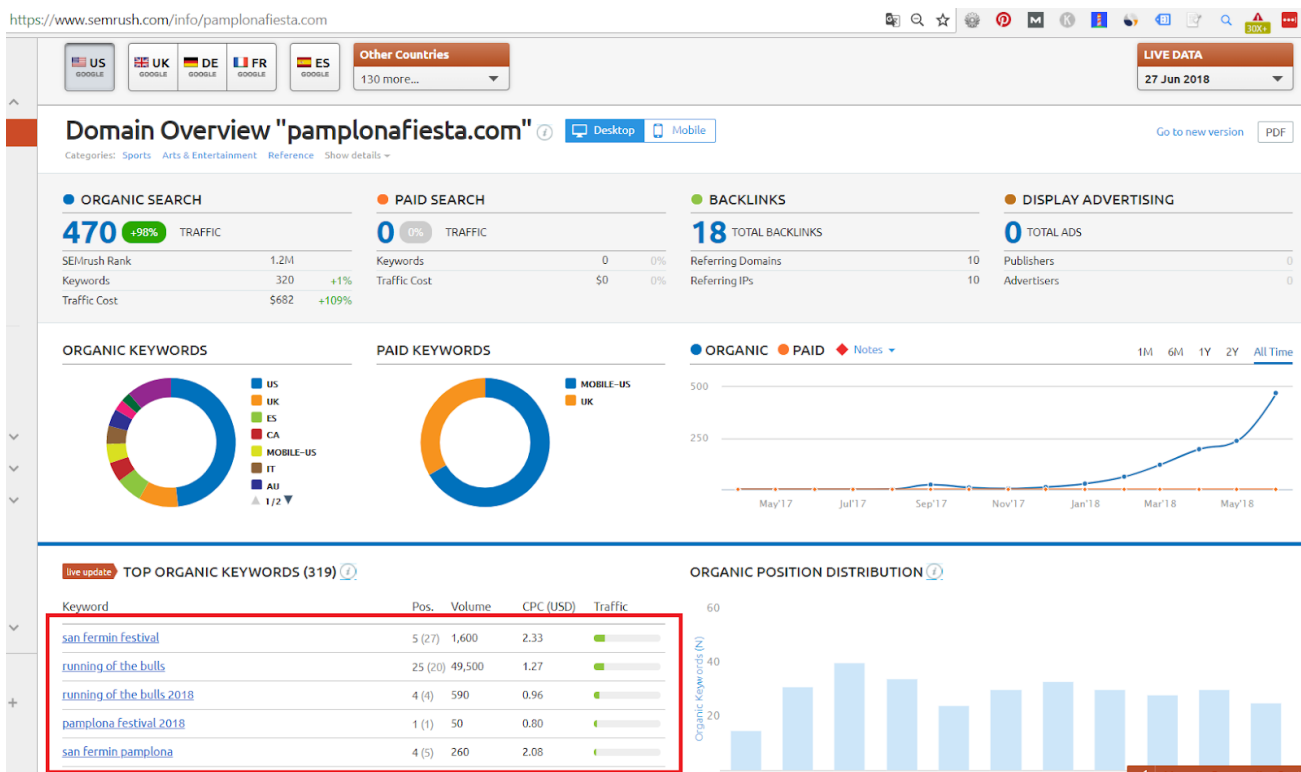
Ecommerce SEO - Track Record

- **Client:** <https://www.pamplonafiesta.com/>
- **CMS:** Woocommerce
- **Business Model:** Selling products and services related to San Fermin Festival in Spain
- **Seasonal business model concentrated every July, sells from January to June at its peak.**



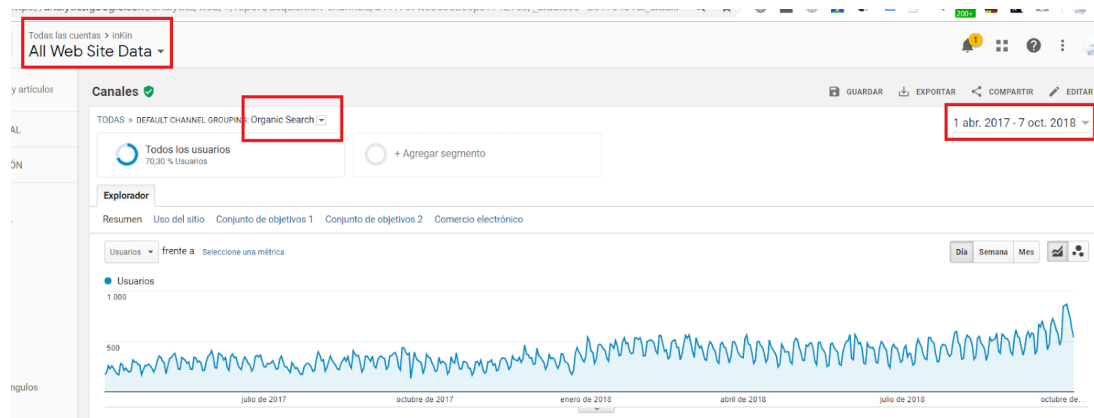


- **Potential Market:** Thousands, people from USA, UK, Australia and several other potential markets with a repeated potential number of clients every year, once a year.
- **Time working with the client:** 18 months

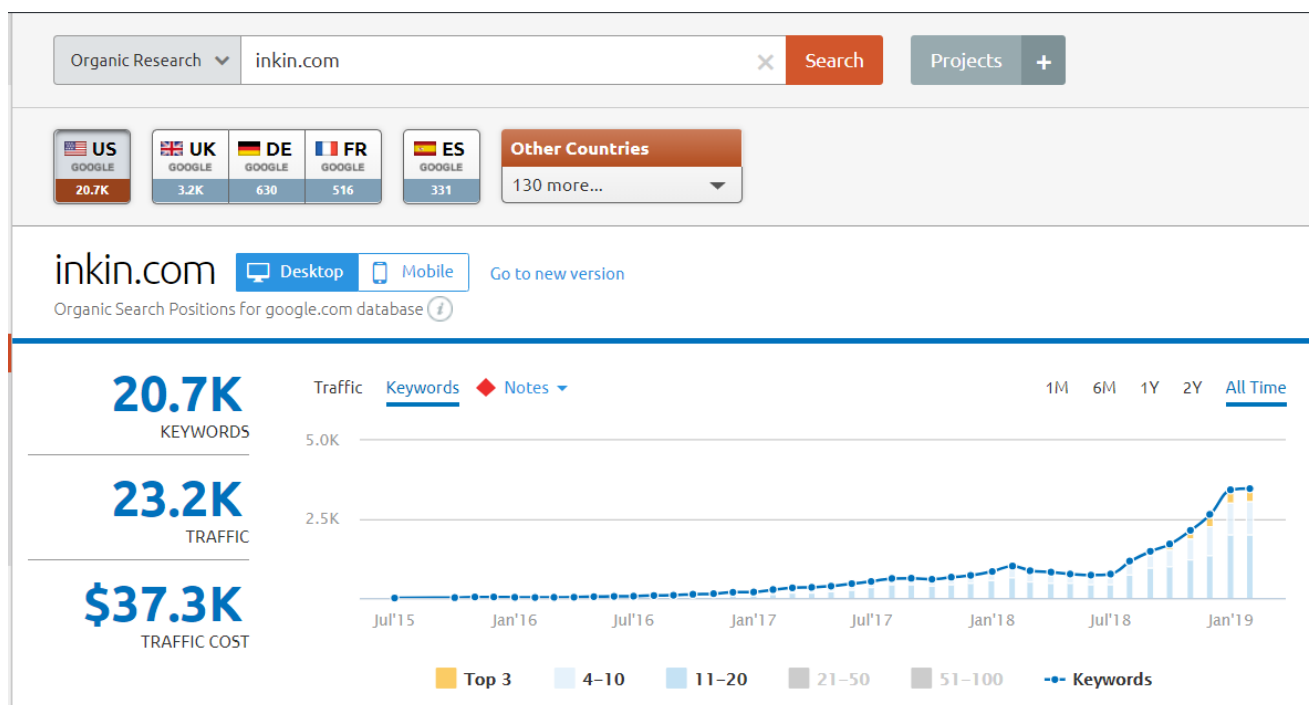


- **URL:** <https://www.inkin.com/>
- **CMS:** Custom Platform

- **Business Model:** Selling products and services related to Wearables, Corporate Wellness services, technology and so on.
- **Seasonal business model concentrated in signing agreements with business in order to sell Corporate Wellness packages**



- **Potential Market:** Hundreds of thousands, focus on US market.
- **Time working with the client:** 18 months



US
GOOGLE
20.7K

UK
GOOGLE
3.2K

DE
GOOGLE
630

FR
GOOGLE
516

ES
GOOGLE
331

Other Countries
130 more...

inkin.com

Desktop Mobile

Go to new version

Organic Search Positions for google.com database

20.7K

KEYWORDS

23.2K

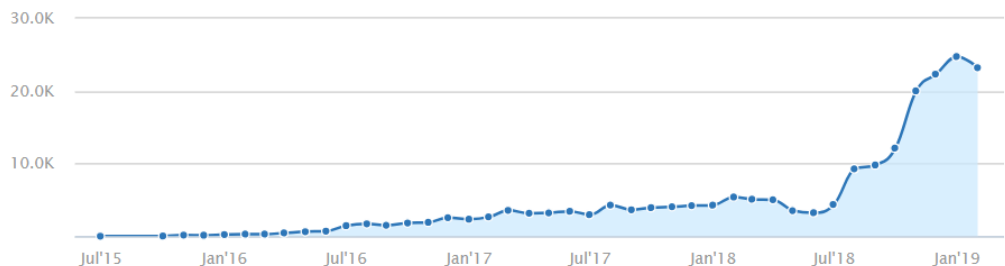
TRAFFIC

\$37.3K

TRAFFIC COST

Traffic Keywords Notes

1M 6M 1Y 2Y All Time



- **URL:** <https://www.environmental-expert.com/>
- **CMS:** Custom Platform in .NET
- **Business Model:** Selling products and services related to environmental issues, water, pipes, infrastructure and so on
- **Global business model**

Todas las cuentas > XPRT Media

All Web Site Data

Buscar informes y artículos

PÁGINA PRINCIPAL

PERSONALIZACIÓN

Informes

EN TIEMPO REAL

AUDIENCIA

ADQUISICIÓN

Visión general

Todo el tráfico

Canales

Gráficos de rectángulos

Fuente/Medio

URLs de referencia

AdWords

Search Console

Medios sociales

DESCUBRIR

ADMINISTRAR

Canales

TODAS » DEFAULT CHANNEL GROUPING: Organic Search

Todos los usuarios
+4.24 % Usuarios

+ Agregar segmento

Explorador

Resumen Uso del sitio Conjunto de objetivos 1 Comercio electrónico

Usuarios frente a Seleccione una métrica

01-ene-2018 - 31-mar-2018: Usuarios

02-ene-2017 - 01-abr-2017: Usuarios

febrero de 2018 marzo de 2018

Dimensión primaria: Palabra clave Fuente Página de destino Otros

Incluir en gráficos Dimensión secundaria Ordenar por tipo Predeterminado

Adquisición

Comportamiento

Conversiones

Usuarios

Usuarios nuevos

Sesiones

Porcentaje de rebote

Páginas/sesión

Duración media de la sesión

RFI (Tasa de conversión del objetivo 1)

RFI (Consecuciones del objetivo 1)

RFI (Valor del objetivo 1)

17,45 %

16,38 %

14,83 %

3,89 %

9,98 %

10,04 %

0,00 %

0,00 %

0,00 %

591.459 frente a 716.467

574.133 frente a 696.609

734.123 frente a 861.926

55,64 % frente a 57,90 %

3,32 frente a 3,02

00:02:57 frente a 00:02:41

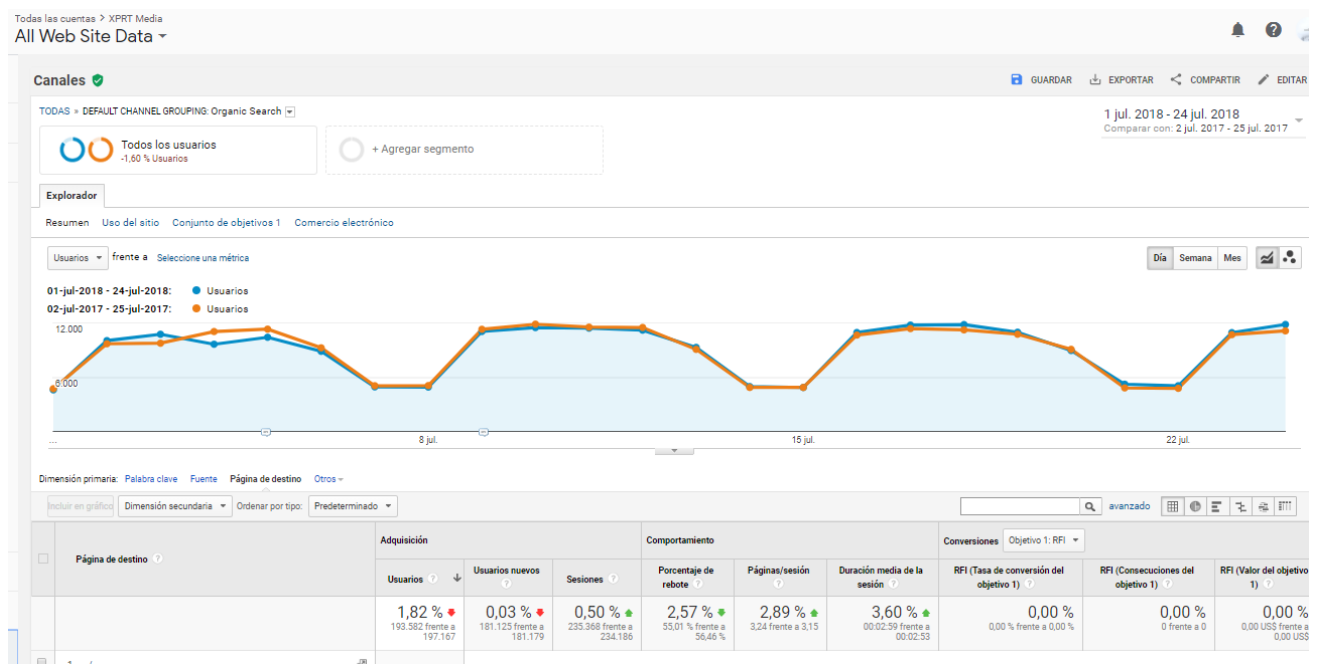
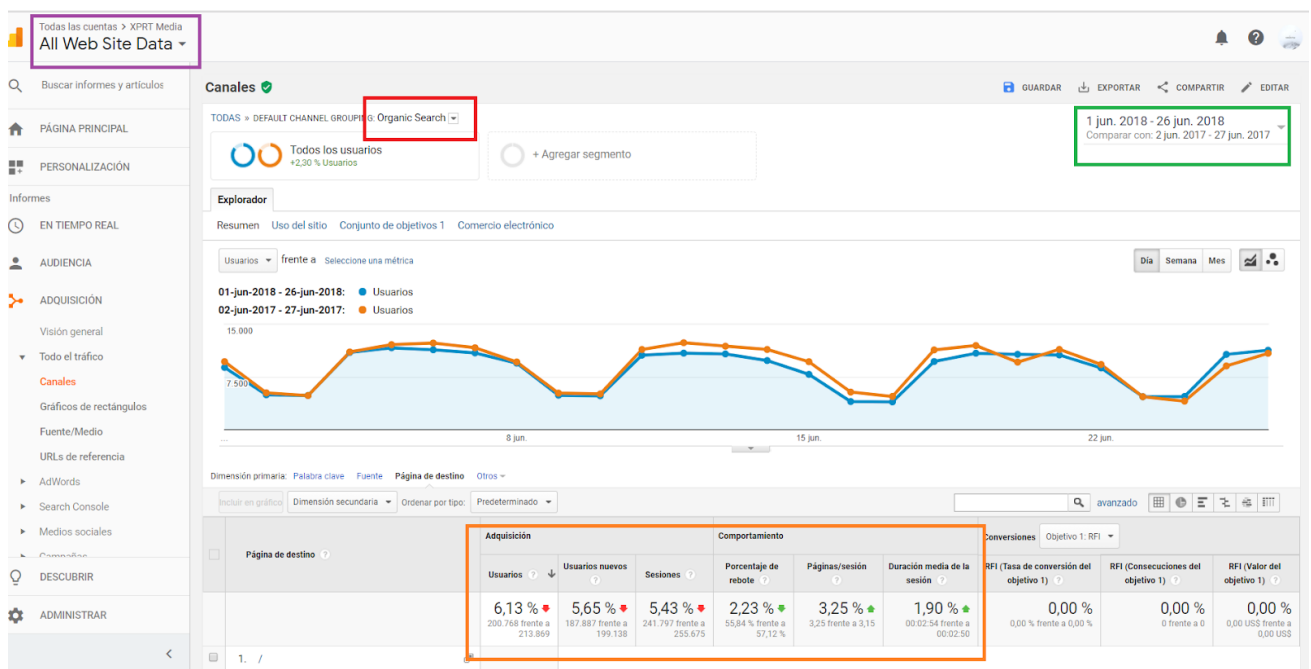
0,00 % frente a 0,00 %

0 frente a 0

0,00 US\$ frente a 0,00 US\$

- **Potential Market:** Millions of searches in a global market.

- **Time working with the client:** In-depth SEO Audit
- **Tasks:** SEO Audit and follow-up tasks in order to tackle the drop in Organic Traffic



6 months forward and plenty of improvements in Organic Traffic has decreased the loss in Organic Traffic

This site is over 1 million pages.