

**unmuted.** | SEO Portfolio

2022



## Make a Game – Changing Move!

Top search engine rankings are game changers for small businesses. Doing most or all of the business online, they need to embrace a digital marketing strategy that helps to be seen by online users and boost sales.

We utilize efficient technology, expertise, and creative strategies to achieve top rankings, increased traffic, more online sales and big ROI- while still staying in your budget.

# Inside the Mind of Google

## Google Wants High Quality Links

It's all about backlinks and we create only high quality backlinks that Google loves.

## Google Wants Relevancy

Quality + relevancy is a powerful mix and this is what I do. I create links from relevant sites and pages

## Google Wants Quality Content

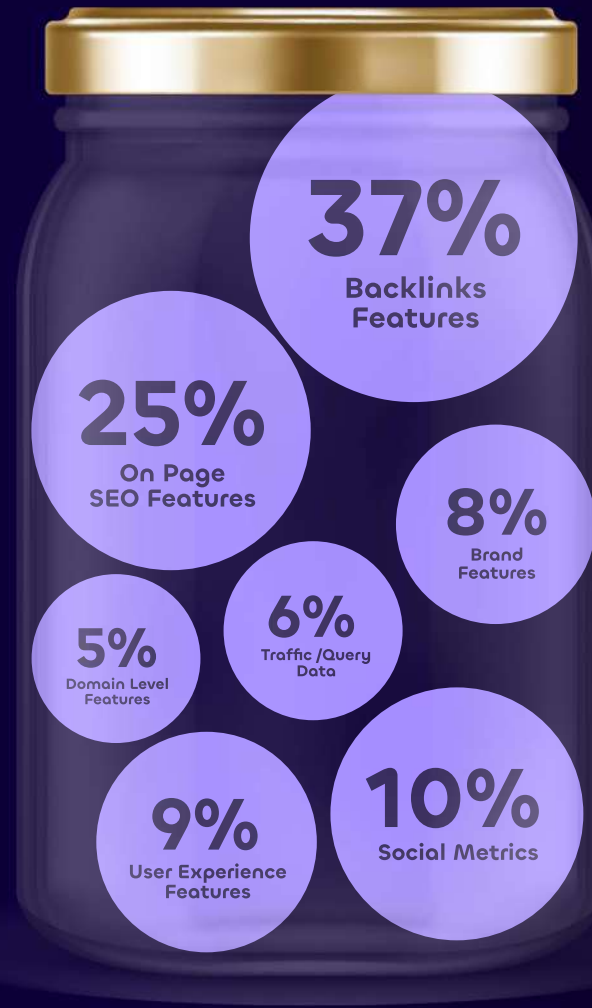
You must have heard the buzz that "content is the king" and it's a fact and I use best content possible in all aspects of my marketing campaigns.

## Google Wants Social Signals

Social signals are another important factor in Google algorithm and I get all kind of shares, likes, tweets etc.. for your site.



## How Google Algorithm Works



# Case Study

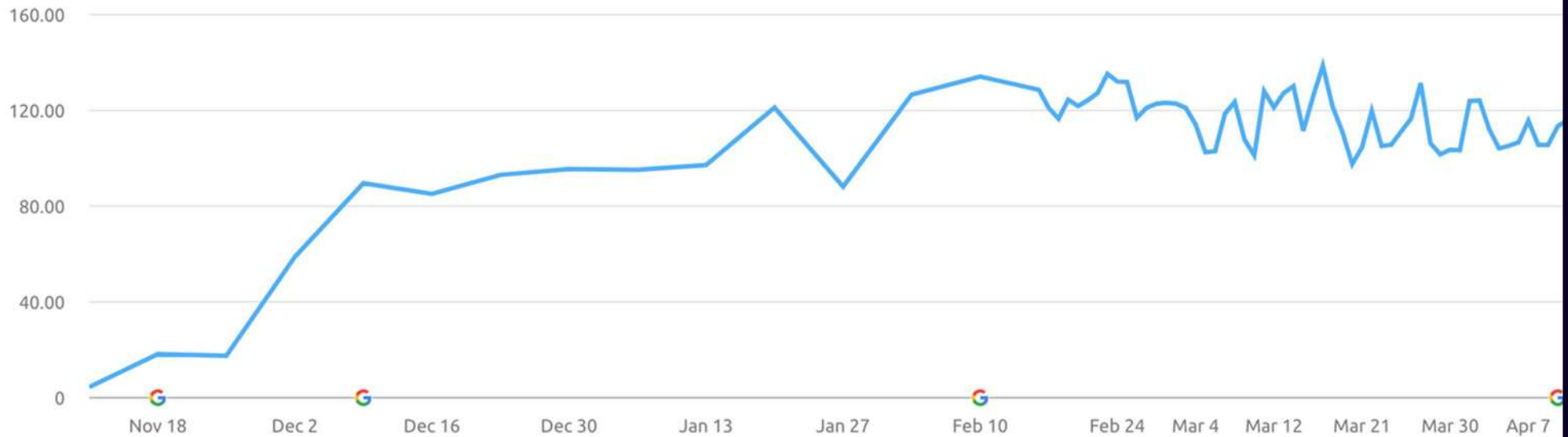
Share of Voice new Visibility Est. Traffic Avg. Position

boostersdirect.com

**127.42** +122.99

boostersdirect.com

Smart zoom 🔔



### Rankings Overview 1 - 43 (43) ⓘ

Buy more keywords + Add keywords Actions ▾

Positions Estimated traffic Visibility All for boostersdirect.com ⚙️ Table settings

| Keyword                        | Pos. Nov 11 | Pos. Apr 16 | Diff | Visibility | Diff   | Est. traffic | Diff   | Vol.   | URL   |
|--------------------------------|-------------|-------------|------|------------|--------|--------------|--------|--------|---|
| mobile phone booster uk        | 35          | 1           | ↑34  | 2.325%     | +2.280 | 3.15         | +3.09  | 260    | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| mobile phone signal booster uk | 38          | 1           | ↑37  | 2.325%     | +2.283 | 8.73         | +8.58  | 720    | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| mobile signal booster uk       | 42          | 2           | ↑40  | 0.799%     | +0.761 | 3.00         | +2.86  | 720    | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| mobile signal booster          | 78          | 3           | ↑75  | 0.607%     | +0.592 | 11.40        | +11.13 | 3,600  | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| mobile phone signal booster    | 79          | 4           | ↑75  | 0.505%     | +0.491 | 11.58        | +11.26 | 4,400  | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| mobile phone booster           | 76          | 4           | ↑72  | 0.505%     | +0.489 | 1.89         | +1.83  | 720    | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| o2 signal booster              | -           | 4           | new  | 0.505%     | new    | 5.00         | new    | 1,900  | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| o2 mobile signal booster       | -           | 4           | new  | 0.505%     | new    | 0.36         | new    | 140    | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| signal booster                 | -           | 5           | new  | 0.390%     | new    | 7.31         | new    | 3,600  | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| mobile phone repeater          | 36          | 5           | ↑31  | 0.390%     | +0.345 | 0.28         | +0.25  | 140    | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| phone booster                  | 83          | 5           | ↑78  | 0.390%     | +0.378 | 55.10        | +53.48 | 27,100 | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |
| phone signal booster           | 75          | 5           | ↑70  | 0.390%     | +0.373 | 3.86         | +3.70  | 1,900  | <a href="https://www.boostersdirect.com">https://www.boostersdirect.com</a> |

## Domain Overview: autocovers.co.uk

User manual Send feedback

Worldwide US UK DE Desktop Apr 15, 2021 USD

Export to PDF

Overview Compare domains Growth report Compare by countries

|  |   |   |   |  |
|--|---|---|---|--|
| <b>Authority Score</b><br><b>37</b><br>SEMrush Domain... 170.17K ↑ | <b>Organic Search Traffic</b><br><b>2.5K</b> +3.2%<br>Keywords 3.1K ↑ | <b>Paid Search Traffic</b><br><b>87</b> +867%<br>Keywords 7 ↑ | <b>Backlinks</b><br><b>12.6K</b><br>Referring Domains 422 | <b>Display Advertising</b><br><b>0</b><br>Publishers 0 |
|--|---|---|---|--|

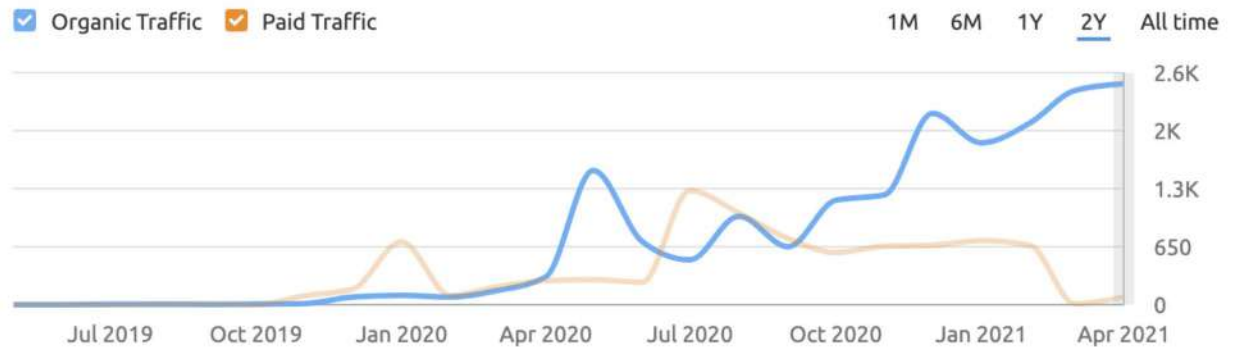
Organic Paid

Export

### Distribution by Country

| Countries        | Traffic Share | Traffic | Keywords |
|------------------|---------------|---------|----------|
| <b>Worldwide</b> | 100%          | 2.5K    | 3.1K     |
| UK               | 80%           | 2K      | 876      |
| US               | 4.5%          | 111     | 771      |
| IE               | 1.7%          | 42      | 3        |
| AU               | 1.4%          | 35      | 175      |

### Organic Traffic 2,476/month





Share of Voice new Visibility Est. Traffic Avg. Position

kaori.co.uk

**397.85** +327.71

kaori.co.uk

Smart zoom



### Rankings Overview 1 - 24 (24) ⓘ

| Keyword             | Pos. | Diff. | Visibility | Diff.  | Est. traffic | Diff.   | Vol.   | URL   |
|---------------------|------|-------|------------|--------|--------------|---------|--------|---|
| analog chess clocks | 1    | ↑8    | 4.167%     | +3.823 | 0.24         | +0.22   | 20     | <a href="https://www.kaori.co.uk/produ...g-chess-clocks/">https://www.kaori.co.uk/produ...g-chess-clocks/</a> |
| antique chess sets  | 1    | ↑19   | 4.167%     | +4.046 | 5.82         | +5.66   | 480    | <a href="https://www.kaori.co.uk/produ...que-chess-sets/">https://www.kaori.co.uk/produ...que-chess-sets/</a> |
| chess pieces        | 1    | ↑64   | 4.167%     | +4.125 | 120.11       | +118.93 | 9,900  | <a href="https://www.kaori.co.uk/produ...y/chess-pieces/">https://www.kaori.co.uk/produ...y/chess-pieces/</a> |
| chess sets          | 1    | ↑1    | 4.167%     | +2.736 | 146.81       | +96.40  | 12,100 | <a href="https://www.kaori.co.uk/produ...ory/chess-sets/">https://www.kaori.co.uk/produ...ory/chess-sets/</a> |
| demo chess sets     | 1    | ↑5    | 4.167%     | +3.697 | 0.12         | +0.11   | 10     | <a href="https://www.kaori.co.uk/produ...emo-chess-sets/">https://www.kaori.co.uk/produ...emo-chess-sets/</a> |
| luxury chess sets   | 1    | ↑8    | 4.167%     | +3.823 | 7.15         | +6.56   | 590    | <a href="https://www.kaori.co.uk/produ...ory/chess-sets/">https://www.kaori.co.uk/produ...ory/chess-sets/</a> |
| magnetic chess sets | 1    | ↑11   | 4.167%     | +3.995 | 3.88         | +3.72   | 320    | <a href="https://www.kaori.co.uk/produ...tic-chess-sets/">https://www.kaori.co.uk/produ...tic-chess-sets/</a> |
| royal chess sets    | 1    | ↑2    | 4.167%     | +3.079 | 0.12         | +0.09   | 10     | <a href="https://www.kaori.co.uk/produ...yal-chess-sets/">https://www.kaori.co.uk/produ...yal-chess-sets/</a> |
| wooden chess sets   | 1    | ↑3    | 4.167%     | +3.262 | 23.05        | +18.05  | 1,900  | <a href="https://www.kaori.co.uk/produ...ory/chess-sets/">https://www.kaori.co.uk/produ...ory/chess-sets/</a> |
| chess boards        | 2    | ↑22   | 1.431%     | +1.323 | 75.41        | +69.74  | 18,100 | <a href="https://www.kaori.co.uk/produ...y/chess-boards/">https://www.kaori.co.uk/produ...y/chess-boards/</a> |

# Our Strategy

## Competitor / Niche Analysis and Keyword Research

We analyze your main competitors who rank on 1st page of Google for main target keywords and gather all possible information that can help to outrank them. We analyze backlinks, link building strategies, on page metrics and keywords that they rank for. We also use different techniques and tools to find best keywords.

1

2

## On Page / Technical SEO

At this stage we audit all pages of the site and create detailed checklist of things that need to be implemented. All things technical starting from sitemap, robots file , site speed and ending up with metas and keyword usage. And we implement all necessary changes.

### Off Page SEO - Link Building

Link building is on-going process and we use more than 20 high quality white hat SEO strategies to gain quality links for your site that will ensure long term results. Some of the strategies that we use are:

- Blogger outreach +
- Infographic submission +
- Web 2 blogs +
- Local business citations +
- Video distribution +
- Etc

3

4

### Social Signals

Social signals are now part of Google algorithm and play an important role when it comes rankings websites. We get all type of social signals for your site such as Fb likes, Fb shares, Twitter tweets, Twitter retweets. 1000s likes, shares, plus 1s etc.. delivered every month.

## Indexing and Reporting

5

At the final stage we work hard to get all those links indexed by Google as it all will be all in vain if Google does not see those backlinks. So we will use different indexing tools and tier 2 links to get them indexed by Google.

We will also provide nice reports that will show all the things we do along the way and rankings report that will demonstrate website's positions in Google.

Let us have a chat  
Get your Free Consultation

[SCHEDULE IT NOW](#)



**THANK YOU**  
LET'S CONNECT



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