

SEO CASE STUDY

26 March - 26 September
First 3 and Second 3 Months
Comparison



1 IMPRESSION INCREASED %46

Source: Google Search Console*

Date Range: First Three Months / Second Three Months.



2 CLICKS INCREASED %80

4,24M Clicks Increase.

Source: Google Search Console*

Date Range: First Three Month / Second Three Month.



3 CTR INCREASED %24

Source: Google Search Console*

Date Range: First Three Months / Second Three Months.



4 16.000 NEW KEYWORDS EARNED

Source: Ahrefs Site Audit

Date Range: First Three Months / Second Three Months.



5 4,24M CLICKS/43,4M IMPRESSIONS INCREASE

%1,5 OVERALL CTR / 0,7 OVERALL
AVERAGE POS. INCREASE

Source: Ahrefs Site Audit

Date Range: First Three Months / Second Three Months.



6 FIRST RANK FOR TOP 150 FINANCE KEYWORDS IN TURKEY

Source: Google SERP

Date Range: First Three Months / Second Three Months.



7 %2,6 AVERAGE SESSION DURATION INCREASE

Source: Google Analytics

Date Range: First Three Months / Second Three Months.



8 BEST CTR FOR SITE HISTORY

With Averagely %5 Overall Site CTR Increase.

Source: Google Search Console

Date Range: 28 September 2019



9 BEST AVERAGE POSITION FOR SITE HISTORY

With Averagely 2.0 Average Position Increase

Source: Google Search Console

Date Range: 6 October 2019

Overall Increase: It is the pure increase for every url in the web site without a percent comparison.

April 2019 - August 2019

Comparison



1

%104 ORGANIC SESSION INCREASE

Source: Google Analytics

Date Range: April 2019 / August 2019



2

%96 ORGANIC PAGEVIEW INCREASE

Source: Google Analytics

Date Range: April 2019 / August 2019



3

%85,48 ORGANIC USER INCREASE

Source: Google Analytics

Date Range: April 2019 / August 2019



4

%89,32 NEW ORGANIC USER INCREASE

Source: Google Analytics

Date Range: April 2019 / August 2019



5

%10 INCREASE PAGEVIEW / SESSION

Source: Google Analytics

Date Range: April 2019 / August 2019



6

%64 CLICK INCREASE

Source: Google Search Console

Date Range: April 2019 / August 2019



7

%44,81 IMPRESSION INCREASE

Source: Google Search Console

Date Range: April 2019 / August 2019



8

%14,43 CTR INCREASE

Source: Google Search Console

Date Range: April 2019 / August 2019



9

%11,12 AVERAGE POSITION INCREASE

Source: Google Search Console

Date Range: April 2019 / August 2019

A PERFECT CASE,
FOR PERFECT
IDIOTS.



2019 May and 2019 September Comparison



1

%104,09 ORGANIC USER INCREASE

Source: Google Analytics

Date Range: May 2019 / September 2019

2

%112,10 NEW ORGANIC USER INCREASE

Source: Google Analytics

Date Range: May 2019 / September 2019

3

%131,07 ORGANIC SESSION INCREASE

Source: Google Analytics

Date Range: May 2019 / September 2019

4

%13 SESSION/PAGE INCREASE

Source: Google Analytics

Date Range: May 2019 / September 2019

5

%124,94 ORGANIC PAGEVIEW INCREASE

Source: Google Analytics

Date Range: May 2019 / September 2019

6

%7,70 AVG. SESSION DURATION INCREASE

Source: Google Analytics

Date Range: May 2019 / September 2019

7

%142,48 CLICK INCREASE

Source: Google Search Console

Date Range: May 2019 / September 2019

8

%62,45 IMPRESSION INCREASE

Source: Google Search Console

Date Range: May 2019 / September 2019

9

18,3M OVERALL SITE IMPRESSION INCREASE

Source: Google Search Console

Date Range: May 2019 / September 2019

10

%2,6 OVERALL SITE CTR INCREASE

Source: Google Search Console

Date Range: May 2019 / September 2019

11

%50,00 CTR INCREASE

Source: Google Search Console

Date Range: May 2019 / September 2019

12

1.0 OVERALL SITE AVERAGE POS. INCREASE

Source: Google Search Console

Date Range: May 2019 / September 2019

13

%16,02 AVERAGE POS. INCREASE

Source: Google Search Console

Date Range: May 2019 / September 2019



Core Algorithm Updates And Server Breakdown

13 March, 5 June and 26 September Google Core Updates and 1 Augustus Server Collapse will be viewed in next slides.



Google is Grumpy.

13 March Core Update



1

%9,72 IMPRESSION LOST

Source: Google Search Console*

Date Range: 1-15 March / 15-30 March



2

%33,52 ORGANIC USER LOST

Source: Google Analytics*

Date Range: 1-15 March / 15-30 March

3

PER DAY, 100.000 IMPRESSIONS LOST

Source: Google Search Console*

Date Range: 1-15 March / 15-30 March



4

%2,7 CTR SITEWIDE LOST

Source: Google Search Console*

Date Range: 1-15 March / 15-30 March

5

%30 CTR DECREASE

Source: Google Search Console*

Date Range: 1-15 March / 15-30 March



6

8.000 KEYWORDS LOST

Source: Ahrefs Site Audit

Date Range: 1-15 March / 15-30 March

7

%36,36 ORGANIC SESSION LOST

Source: Google Analytics*

Date Range: 1-15 March / 15-30 March



8

%38,31 ORGANIC NEW USER LOST

Source: Google Analytics*

Date Range: 1-15 March / 15-30 March

9

%37,26 ORGANIC PAGEVIEW LOST

Source: Google Analytics*

Date Range: 1-15 March / 15-30 March

10

%65 CLICK DROP

Source: Google Search Console

Date Range: 1-15 March / 15-30 March

5 June Core Update

7 Days Comparison

Before and After Update



1 %66 CLICK INCREASE

Source: Search Console*

Date Range: 27 May - 4 June / 5 June - 12 June

2 %5,1 IMPRESSION INCREASE WEEKLY

Source: Google Search Console*

Date Range: 27 May - 3 June / 5 June - 12 June

3 %53 ORGANIC NEW USER INCREASE

Source: Google Analytics*

Date Range: 27 May - 4 June / 5 June - 12 June

4 %48 ORGANIC PAGEVIEW INCREASE

Source: Google Analytics*

Date Range: 27 May - 4 June / 5 June - 12 June

5 0,7 SITEWIDE AVERAGE POS. INCREASE

Our Average Position Dropped until 6,5 before June Update. It is 1,4 Sitewide Average Pos. Drop since 13 March.

Source: Google Search Console*

Date Range: 27 May - 4 June / 5 June - 12 June

6 %34,78 AVERAGE POS. INCREASE

Source: Google Search Console*

Date Range: 27 May - 4 June / 5 June - 12 June

7 600.000 IMPRESSIONS INCREASE WEEKLY

Source: Google Search Console*

Date Range: 27 May - 4 June / 5 June - 12 June

8 %41 ORGANIC USER INCREASE

Source: Google Analytics*

Date Range: 27 May - 4 June / 5 June - 12 June

9 %42 ORGANIC SESSION INCREASE

Source: Google Analytics*

Date Range: 27 May - 4 June / 5 June - 12 June

10 %7,41 SESSION DURATION INCREASE

Source: Google Analytics**

Date Range: 27 May - 4 June / 5 June - 12 June



1 August Server Attack

Until 1 August, Our Increase Continued Thanks To Core Update.

In one day, everything went wrong.

1 OVERALL CTR AND AP LOST

Source: Google Search Console*

Date Range: After First Day of August

2 HUGE RANK DROP ON 50 MAIN KEYWORDS

Source: Google Search Console*

Date Range: After First Day of August

3 3.000 KEYWORD LOST

Source: Ahrefs Site Audit*

Date Range: After First Day of August





24 September Core Update

8 CRAWL RATE/LOAD RECORD

- Crawled Page per day increased %17,08 by previous breaking record.
- Crawl Load is increased %10,96 by breaking previous record.

Source: Google Search Console*
Date Range: 30 September Monday

9 610.000 IMP. AND 121.000 CLICK INCREASE

Source: Google Search Console*
Date Range: 30 September Monday



1 %92,72 CLICK INCREASE

Source: Google Search Console*
Date Range: Between 23 September Monday / 30 September Monday

2 %33,15 IMPRESSION INCREASE

Source: Google Search Console*
Date Range: Between 23 September Monday / 30 September Monday

3 %3,2 OVERALL SITE CTR INCREASE

Source: Google Search Console*
Date Range: Between 23 September Monday / 30 September Monday

4 %111,38 NEW USER INCREASE

Source: Google Analytics*
Date Range: Between 23 September Monday / 30 September Monday

5 %82,91 ORGANIC USER INCREASE

Source: Google Analytics*
Date Range: Between 23 September Monday / 30 September Monday

6 %82,66 ORGANIC SESSION INCREASE

Source: Google Analytics*
Date Range: Between 23 September Monday / 30 September Monday

7 %68,87 ORGANIC PAGEVIEW INCREASE

Source: Google Analytics*
Date Range: Between 23 September Monday / 30 September Monday

What We Do #HowWeDo



OFF-PAGE



- NATURAL BRAND-MENTION
- NATURAL SOCIAL SHARE
- NATURAL DIRECTORY LINKING
- NATURAL TESTIMONIAL LINKING
- NATURAL Q&A LINKING
- NATURAL SOCIAL BOOKMARK
- FORUMS and USER TRUST
- NATURAL MEDIA SHARE
- NATURAL RESOURCE LINKING

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ON-PAGE

- STATUS CODE CLEANSING
- SEMANTIC HTML
- JS, CSS, HTML OPT.
- SITE-TREE OPT.
- META TAG OPT.
- URL STRUCTURE OP.
- INTERNAL LINKING
- CONTENT UNIFYING
- CONTENT REPUBLISHING
- IMAGE OPT.
- CODE COMPRESSION
- CRAWL OPT.
- STRUCTURED DATA
- CSS PURIFY
- SERVER OPT.

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"quotes"

HOLISTIC SEO MANAGER OF HANGIKREDI.COM

KORAY TUĞBERK GÜBÜR

"Hundreds of SEO content are running every day. Thousands of legends are emerging ... Google Guidelines, SEO writers who can't manage SEO, large prestigious agencies that distract customers and their misleading, wrong opinion pump ... The only guideline you should listen is SERPs song. Experiment and result is the real guide to SEO."

CEO OF HANGIKREDI.COM

ORAY DURMAZOĞLU

"In digital age, organic user is the most important conversion source for a digital company. We believe continuity especially on digital improvement. Therefore, we make effective investment in our organic resources with strong expertise. We surpassed from traditional methods to modern innovation approach to reflect the true value of our brand to our users."

MARKETING&SALES GROUP MANAGER

MUSTAFA ORAL

"Implementing innovative and creative methods in team trust, SERP tracking, experimental methods, applying the Bluehat SEO perspective by pushing the conditions and trusting our SEO Expertise, caring the user more than the search engine and being natural are the keywords of our success."

DIGITAL MARKETING MANAGER

FULYA ARAS USTA

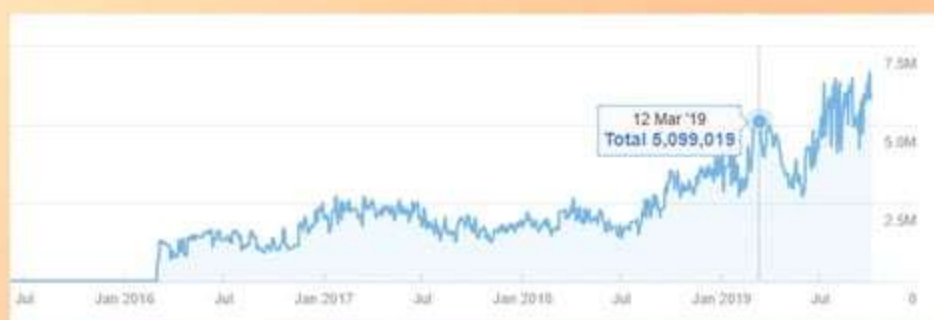
"Both the Google Quality Guidelines and Principles and the rhythm of the digital world have been examined with an innovative and critical eye, and we have been quickly rewarded by our users with a creative approach."

"Some "Blurry" Graphics and Some Bests"



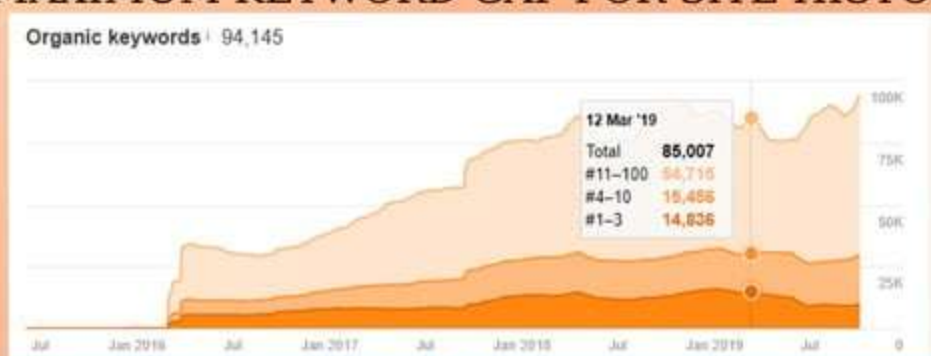
If you say "best", you have to show them who someone is best.
(I'm talking about Audrey)

BEST TRAFFIC FOR SITE HISTORY



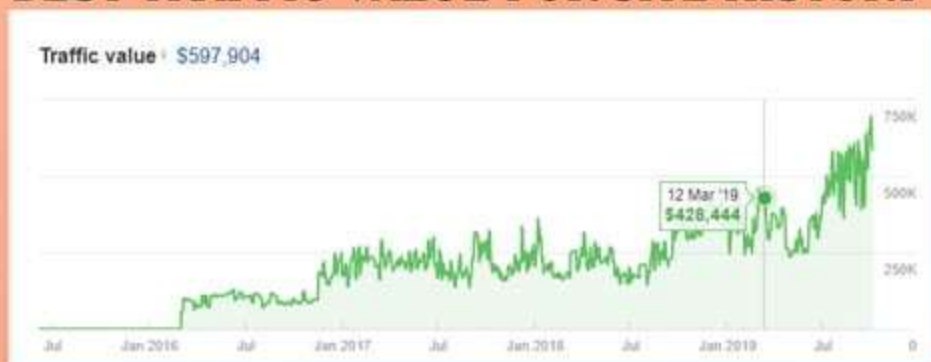
Source: Ahrefs Site Audit / Organic Traffic

MAXIMUM KEYWORD GAP FOR SITE HISTORY



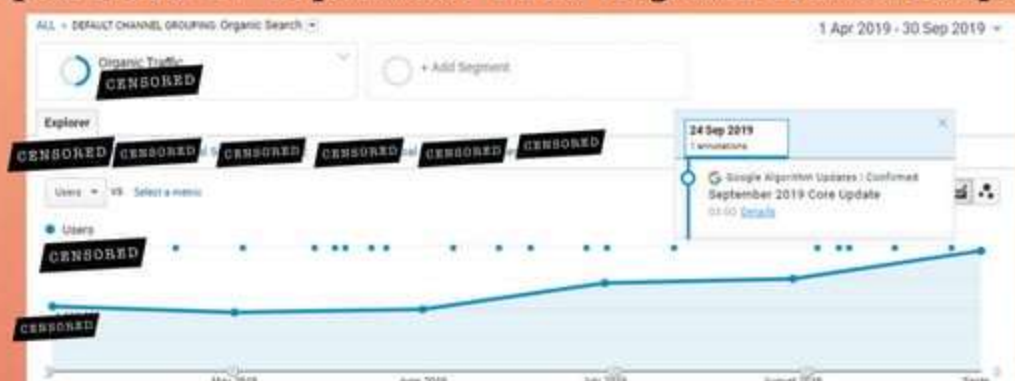
Source: Ahrefs Site Audit / Organic Keywords

BEST TRAFFIC VALUE FOR SITE HISTORY



Source: Ahrefs Site Audit / Organic Traffic Value

1 April 2019-30 September 2019 Organic Traffic Graphic



Source: Google Analytics

CLICKS AND IMPRESSIONS APR-JUNE / JULY-SEPT COMP.



Source: Google Search Console

Design Source: Databox

Note: The Big Peak and Next Collapse is 1 Augustus Server Attack Tragedy

CTR APR-JUNE / JULY-SEPT COMP.



Source: Google Search Console

Design Source: Databox

May 2019-September 2019 Session Comparison



Source: Google Analytics

April 2019-August 2019 Session Comparison



Source: Google Analytics

July 2019 - June 2019 Session Comparison



Source: Google Analytics

We showed only organic session SS from Analytics for smarties, it is enough.



Second Crawl Demand/Rate Record After 26th Sep.

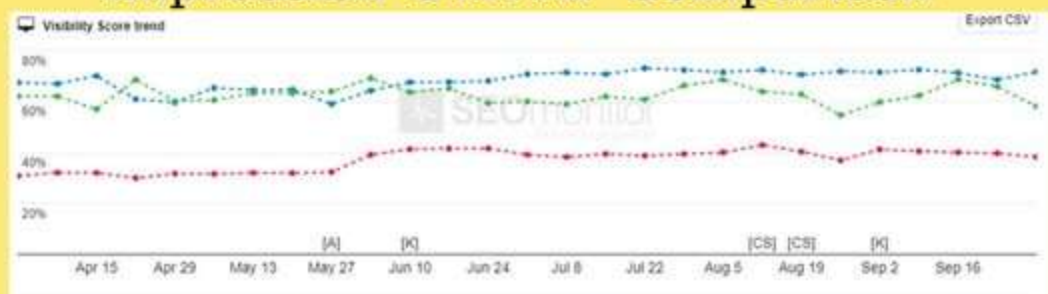


Source: Google Search Console

Second Crawl Load Record After 26th Sep.



April 2019-September 2019 Click- Impression-CTR-AP Comparison



Source: SEO Monitor / 2612 Keyword / 19M Keyword Volume

"We are the blue one. I don't know who are others.."



April 2019-September 2019 Click--CTR- AVERAGE POS. - Impression Comparison



May 2019-August 2019 Click-Impression- CTR-AP Comparison



June 2019 - July 2019 Click- Impression-CTR-AP Comparison



A Reminding

SEO AND FRIENDSHIP

3 years ago, one of my friends introduced me with SEO. He showed me his vision and helped me for being better at it. Ramazan Buldu is the name of the friend and for more and more, we will work harder and harder.

WWW.HANGIKREDI.COM

WITHOUT MARKETING
YOU WOULDN'T KNOW WHO YOU ARE

KTG

FOR THE GROWTH

HOLISTIC SEO MANAGER

THANK YOU