



# Case Study – 5 Wards Services

**Project Timeline:** June 25, 2025 – August 25, 2025

**Services Provided:** SEO (On-page, Technical, Off-page), Social Media Marketing, Website Development, Google Business Profile Optimization, Graphic Design

**Platform Used:** Go High Level

---



## Project Overview

5 Wards partnered with us to establish their **digital presence** and generate leads via multiple online marketing channels. The main focus in the first three months was:

- Building & optimizing their **website**
  - Laying the foundation for **technical SEO** & on-page optimization
  - Setting up **tracking tools** (Google Analytics, Google Tag Manager, Search Console)
  - Starting **social media branding & posting**
  - Beginning **off-page SEO** with backlinks, profiles, and guest posts
- 



## Month-by-Month Results

### ◆ Month 1 – June 2025

**Google Search Console Performance:**

- Clicks: **10**
- Impressions: **96**
- Top Traffic Pages: Home Page, Membership Page

**Website Metrics:**

- DA: 1
- Spam Score: 1

#### Key Actions Taken:

- **Technical SEO Setup:** Sitemap, Crawlers, Canonical URLs, Meta Titles & Descriptions, Tag Manager, Analytics, Search Console
  - **Website Development:** Membership Funnel, Homepage Revisions, FAQ Integration, Blog Fixes, Domain Setup (Go High Level + GoDaddy)
  - **Automation & Email Marketing:** Email templates, triggers, pricing funnel automation
  - **Social Media Setup:** Bio optimization (FB, LinkedIn, IG), header image designs, brand development
  - **Tracking Infrastructure:** Google Analytics, Search Console, GTM fully configured
- 

#### ♦ Month 2 – July 2025

#### Google Search Console Performance:

- Clicks: 14
- Impressions: 149
- Top Traffic Pages: Home Page, Join Now Page

#### Website Metrics:

- DA: 1 → 3 (+2)
- Spam Score: 1 (Excellent)

#### Key Actions Taken:

- **On-Page SEO Enhancements:** Content updates, heading changes, form adjustments, design refinements across homepage & membership page

- **Legal Pages:** Privacy Policy, Terms & Conditions
  - **Reputation Management:** Setup, Listings, Profile Creations (20 listings, 13 profiles)
  - **Off-Page SEO:** 8 guest post blogs created & submitted, broken link disavowal, business listing submissions
  - **Social Media:** Content calendar setup, post scheduling, graphic designs for posts
  - **Website Fixes:** Blog errors resolved, 404 cleanup, video removal, image & text updates
- 

### ◆ Month 3 – August 2025

#### Google Search Console Performance:

- Clicks: **25**
- Impressions: **152**

#### Website Metrics:

- DA: **3**
- Spam Score: **1**

#### Key Actions Taken:

- **Off-Page SEO:** Continued guest posting, business listings, profile creations
  - **Social Media Marketing:** Graphic design & scheduled posting across platforms
  - **Content Expansion:** Guest blog submissions & optimization for backlinks
  - **Ongoing On-Page SEO:** Fine-tuning content, headings, and meta details
- 

## Goals & KPIs

- **SEO:** Grow organic traffic month-over-month → Achieved (Clicks 10 → 14 → 25)
  - **Authority Building:** Increase Domain Authority → Achieved (DA 1 → 3 in 2 months)
  - **Technical SEO:** Full setup of tracking & analytics → Completed in Month 1
  - **Social Media:** Establish brand presence & posting consistency → Achieved with planner & graphics
- 



## Recommendations (Next Steps)

1. **Backlink Building:** Increase monthly volume of high-quality backlinks to strengthen domain authority further.
  2. **Content Marketing:** Publish SEO-optimized blogs on the website to capture long-tail keywords.
  3. **Google Ads Campaigns:** Launch search & local campaigns targeting service-related keywords.
  4. **Google Business Profile:** Encourage customer reviews to boost local SEO visibility.
  5. **Social Media:** Increase video-based content & engagement-driven posts.
- 



## Summary of Achievements in 3 Months

- Website fully launched & optimized (Go High Level)
- Technical SEO foundation completed
- Domain Authority improved (DA 1 → 3)
- Organic traffic started & growing steadily
- Business listings, profiles & guest posts established

- Reputation management system built
- Social media branding & posting consistency achieved

Think Seed