



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

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