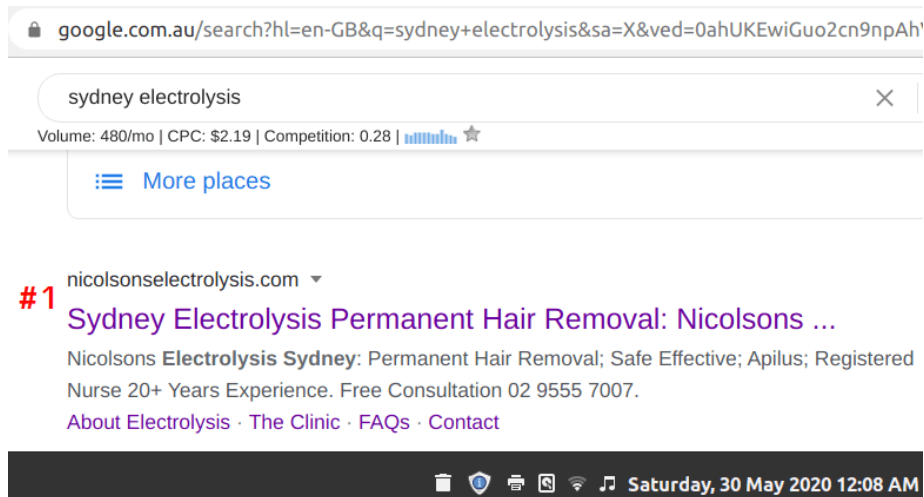


SEO Case Study: Rising 17 rows to #1 in Google.

Site: www.NicolsonsElectrolysis.com

See the following pages for discussion of the project, my work, the results plus many supporting screenshots.

By way of brief demonstration, as of this report update:
2020 May 30 = #1 for “Sydney Electrolysis”.



For fuller images see later in the report. This smaller one fits in this space. :) The blue “More Places” text marks the end of the local map section that appears at the top of Google location-related results. As you can see the site ranks at #1 just below that; being at #1 for the ‘organic’ site listings.

From the Business Owner:

"We are definitely getting more enquiries via Google searches these days ... You're the SEO Guru!!" (Email of 2019-09-01)

"Could I ask a favour? Would you mind putting a note on the website stating "Unfortunately we cannot take any new clients until January 2020. Please feel free to contact Katherine via email for general electrolysis queries or to book for the new year." ... Yes, **you have done much too good a job and I am turning new business away!!** Thanks so much for all your hard work. Getting great feedback about the website - people are finding it very easy to read and very informative. Well done you!" (Email of 2019-10-29)

Summary of Results from My Work:

Before: The site had been ranking low on pages 2 or 3 in Google searches. As a result of my work it rose to the top rows of page 1, often at #1. The site has consistently ranked highly since my work. The business now also dominates the Google searches for images and videos; YouTube as well. (Refer to the later pages below).

Before: The site had slow performance; slow page load times. As a result of my work it now performs quickly. This helps with rankings and also retains more people on a site which can increase business.

Refer to the images on the following pages.

They show “before and afters” for:

- *Google searches; and*
- *Site performance tests.*

A) Quick Example of Before & After

The rise and fall and rise for searches on “Electrolysis Sydney” up 19 rows overall from #21 to #2.

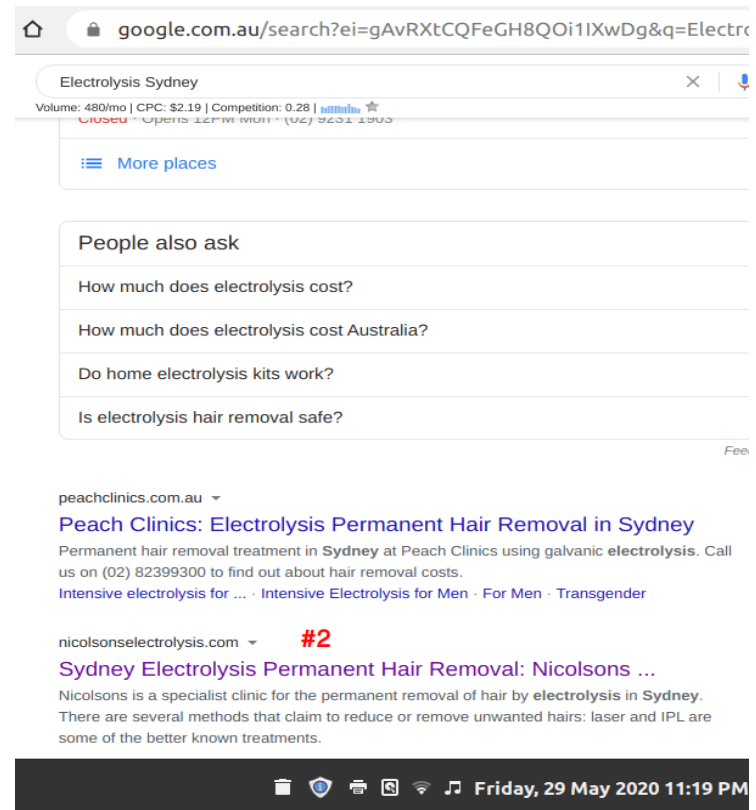
Before: This screenshot shows that on 19th September 2017 the site was at #21 (page 3 row 1) for “Electrolysis Sydney”.

It was around that time that the business owner and I first discussed my doing work for the website. Stage 1 of the work was done in early 2018. Stage 2 was done in mid-2019.



After: Other screenshots (all available on request) show:

- 2018 April 10 = #14 ... Rise of 7 rows (21 to 14)
- 2018 August 16 = #4 ... Rise of 17 rows (21 to 4) due to my off-site SEO work in early-mid 2018 ...
- 2019 April 06 = #6 ... Other businesses improved sites.
- 2019 August 17 = #9 ... I then published the new site.
- 2019 October 27 = #3 ... Thanks to my new site.
- 2019 November 08 = #2 ... 7 rows up; 19 overall.
- This screenshot shows the high rankings holding as of **2020 May 29 = #2 for “Electrolysis Sydney”.**



B) Summary of my work on this project:

- Early 2018: Audit and “Off-site” SEO.
- Mid-2019: “On-site” SEO; published new site mid-August.

Some notes about the before phase:

The previous site was built by a friend of the business owner. It was in the Joomla CMS (content management system). The site looked nice and had necessary features. However it wasn’t ranking well; was low on page 2 or page 3 of Google results for target keywords.

The previous Joomla site was hosted in the USA with a well-known hosting company. From a Sydney perspective, where the business audience is, it was a relatively slow site. Refer to the screenshots about the before and after speed performance tests, in Section D.

Stage 1 of my work – Audit & Off-Site SEO: Around the start of 2018 I did a detailed audit for the site & related online content. My report included specific recommendations for what to improve on-the-site. Unfortunately the webmaster did not make these changes to the site; despite the business owner’s wishes for them to be made. It was another year until I was given access to rebuild the site.

In the meantime I proceeded instead with “off-site” SEO work. During early-mid 2018 I created several optimised social media accounts plus articles on many Web 2.0 sites; what I call a “link tree” network.¹ These created more online authority for the business and more “backlinks” to the main site. **This eventually boosted the site’s position from #17 to #2 in Google;** refer to screenshots on following pages.

¹ My “link tree” networks are not related to the site known as ‘linktr.ee’ although that can be a useful tool, particularly for artists; as a very small part of a bigger plan.

I also created and deployed numerous ‘SEO branded’ images plus a YouTube video clip; a simple image slideshow. These climbed to the top of results for those formats in Google searches; via the ‘Images’ & ‘Videos’ tabs. They still occupy the top ranks there; refer to later screenshots in this report.

As a result of my off-site work the site’s position rose in Google searches; eventually to the mid-high rows on page 1; shown on following pages.

Stage 2 of my work – On-Site SEO: In mid-2019 the site was handed to me to rebuild it. I rebuilt it in WordPress (WP) as the CMS. I employed the ‘Divi’ theme as the site builder. I added and tweaked a variety of WP plugins.

I moved the site’s hosting to be located in Sydney. (I have done a comparative review of around 30 Australian hosting plans that are suitable for small business sites.)

The previous site had around 16 pages. I consolidated the content of these to 7 pages. To improve the SEO I rewrote the entire site’s content, with the business owner’s feedback. Of particular importance was enhancement of the home page text content.

The rebuilt site with new hosting achieved further ranking improvements. The site rose from mid-low positions on page 1 (#6-10) to be in the top three listings; very often at #1.

You can see this on the following pages.

Stage 3: My next stage of work is to see if the business can rank in the top 3 of the Google map section for “Sydney Electrolysis”. The business is located in a suburb so it’s at a disadvantage compared to businesses that are located in the Sydney CBD area or closer to it. My main focus here will be to enhance the listings in around 50 online business directories.

Overall: great results have been achieved at each stage with more to come.

The time frame: Thus far the work has been spread across 2 years. I was ready and keen to do it all much sooner; as results come sooner when work is done sooner; and I’d have this impressive case study report sooner. However when there are several people to negotiate with, to gain approval for stages of work, and when a business becomes very busy, this is how the process can pan out.

The Target Keyword Search Terms:

The main target keyword is: **Sydney Electrolysis**.

It is the most relevant search term and with the most monthly search volume in Google for Australia, of ~480. You can see that figure shown in some of the screenshot images.

Great results were also obtained for related phrases like: “Electrolysis (in) Sydney”, “Sydney Electrolysis Clinics”, “Sydney Electrolysis Hair Removal”.

For brevity though this report focuses on the main search term. It could be 100+ pages if I included everything of related interest!

Target Audience:

A side note of interest, regards the target audience and why those keywords were chosen to focus on; and why broader ‘hair removal’ keywords have not been pursued.

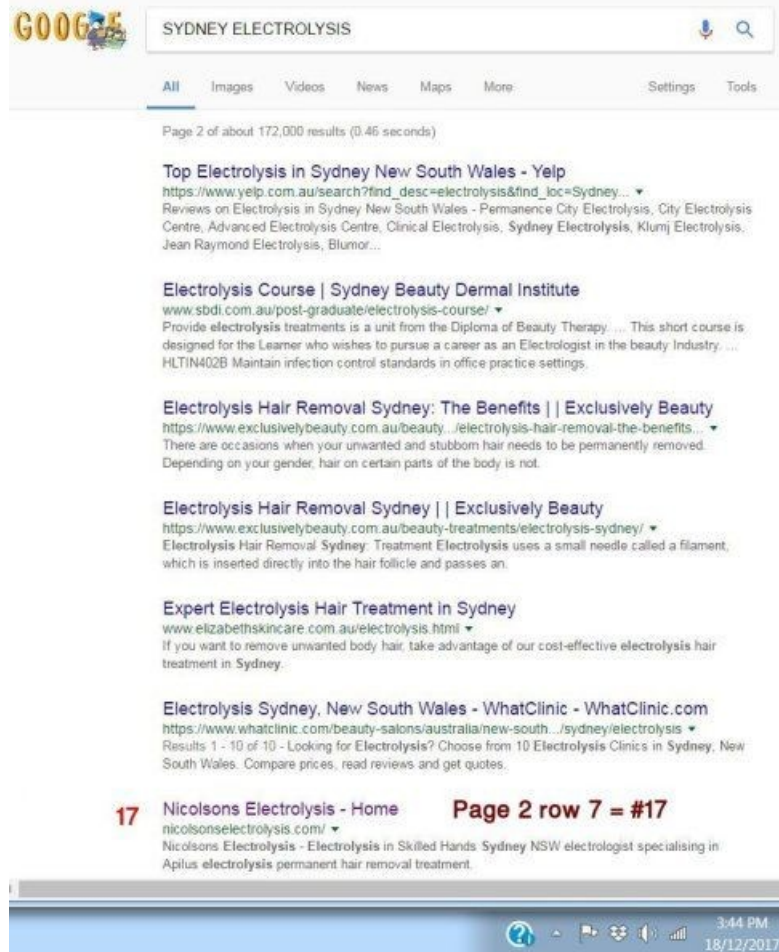
The business likes to focus on attracting people who are specifically seeking electrolysis, for permanent hair removal. For they are the most qualified, in the most “buyer ready” state, for the service. Very often these people have tried the better known technologies like laser or IPL, which appear to be cheaper and easier. However those often do not provide satisfactory results; can even make conditions worse. Most people need to try and fail with those first before they seek electrolysis; which on the surface seems more expensive and time-consuming.

Hence broader keywords related to ‘hair removal’ in general aren’t considered as priorities to pursue. That broader audience isn’t as “buyer ready” for electrolysis; not until after they explore the other options.

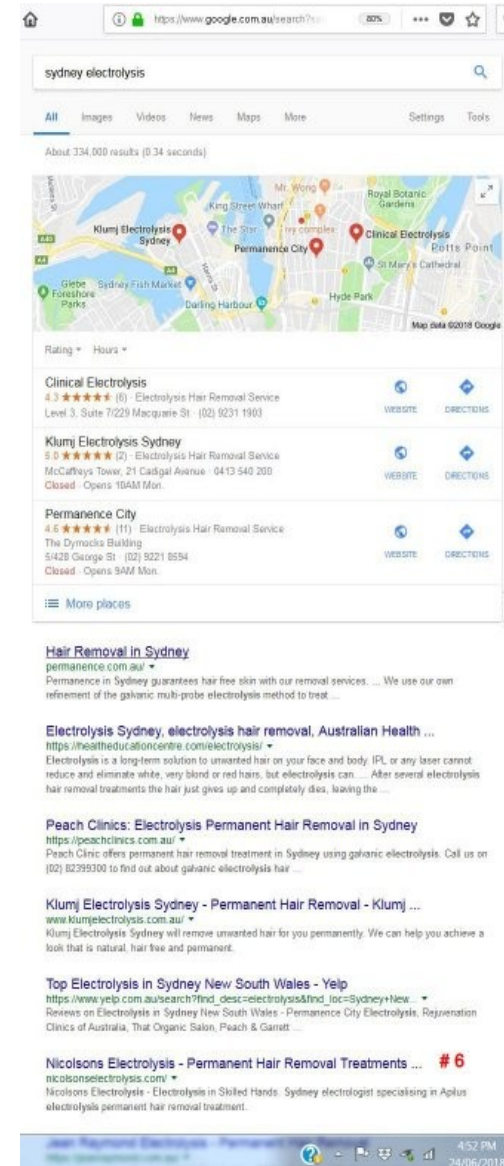
C) More Detailed Sequence of Screenshots

These show the site's rise and fall and rise again for "Sydney Electrolysis"; overall up 17 rows from #17 to #1.

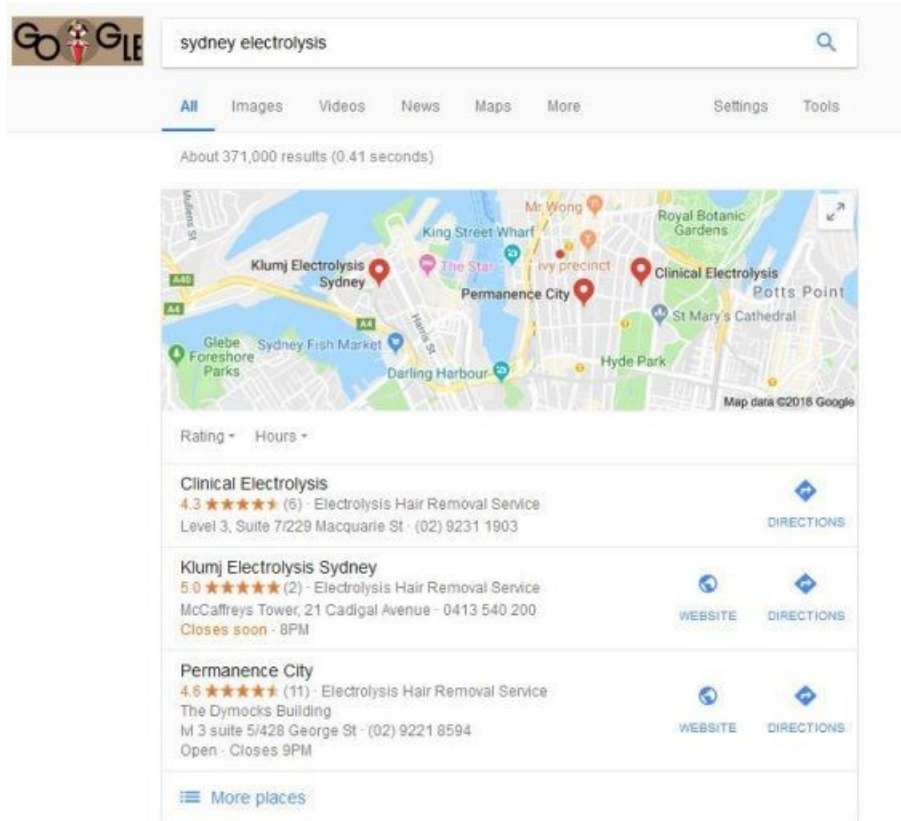
Starting point: I took this screenshot on 2017 December 18. It shows the site was at #17 (page 2 row 7) for "Sydney Electrolysis".



Stage 1 work: I did off-site SEO work in the early months of 2018. The site rose 11 positions by 2018 June 24 to be at #6.

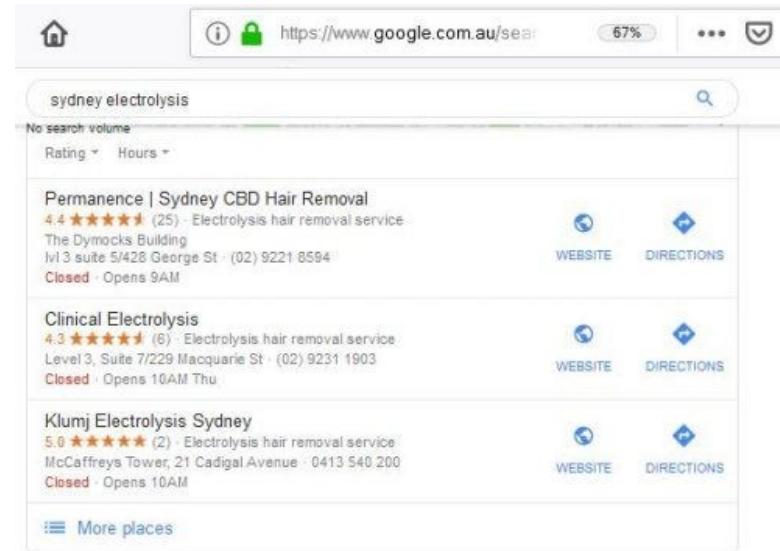


The site rose to #2 as of 2018 September 04. This was several months after completion of the Stage 1 off-site SEO campaign.



#2 Nicolsons Electrolysis - Permanent Hair Removal Treatments ...
nicolsonselectrolysis.com/ ▾
Nicolsons Electrolysis - Electrolysis in Skilled Hands. Sydney electrologist specialising in Aplus electrolysis permanent hair removal treatment.

2019 February 27 = #4 for "Sydney Electrolysis".



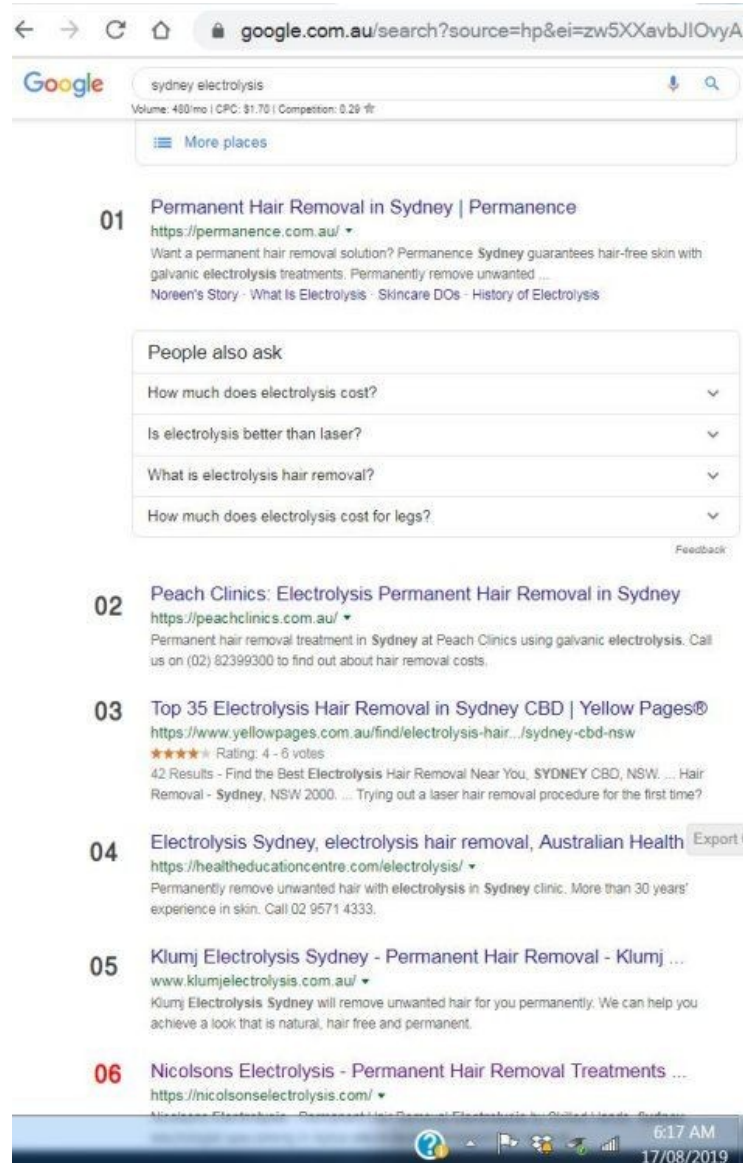
01 Permanent Hair Removal in Sydney | Permanence
permanence.com.au/ ▾
Permanence Sydney guarantees hair-free skin with our electrolysis services. ... We use our own refinement of the galvanic multi-probe electrolysis method to ...
Noreen's Story · Contact Us · What Is Electrolysis · About Electrolysis

02 Peach Clinics: Electrolysis Permanent Hair Removal in Sydney
https://peachclinics.com.au/ ▾
Peach Clinic offers permanent hair removal treatment in Sydney using galvanic electrolysis. Call us on (02) 82399300 to find out about galvanic electrolysis hair ...

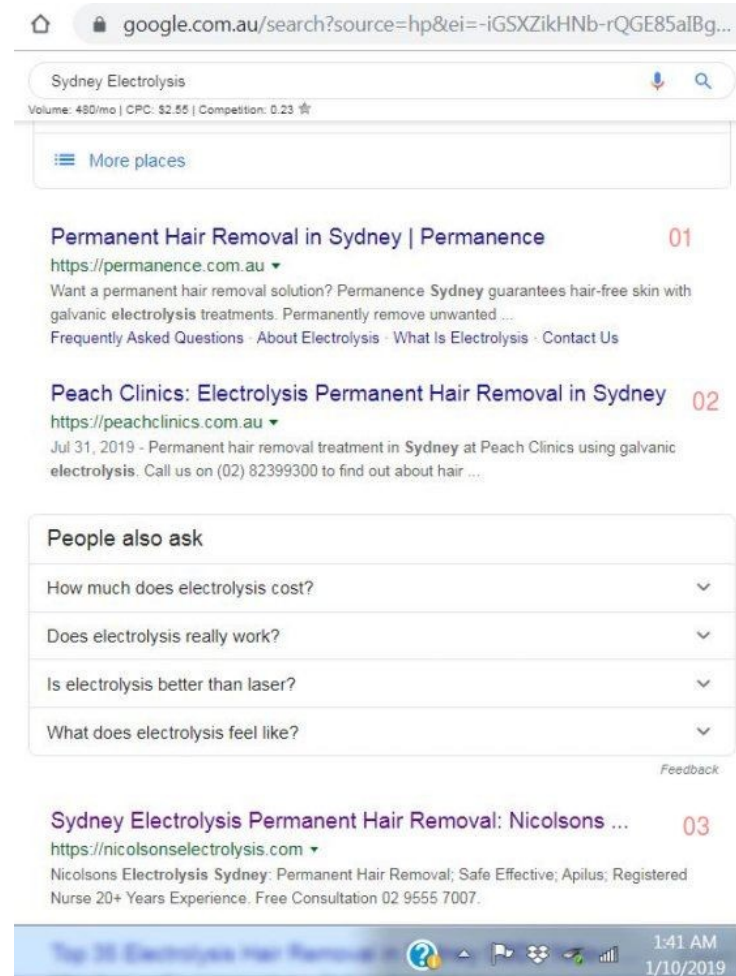
03 Top 44 Electrolysis Hair Removal in SYDNEY CBD, NSW | Yellow Pages
https://www.yellowpages.com.au/find/electrolysis-hair-removal/sydney-cbd-nsw
★★★★★ Rating: 4 - 6 votes
44 Results - We have found 44 businesses for Electrolysis Hair Removal in SYDNEY CBD, NSW - Results Laser Hair Removal Clinic, Permanence City ...

04 Nicolsons Electrolysis - Permanent Hair Removal Treatments ...
https://nicolsonselectrolysis.com/ ▾
Nicolsons Electrolysis - Permanent Hair Removal Electrolysis by Skilled Hands. Sydney electrologist specialising in Aplus electrolysis permanent hair removal ...

2019 August 17 = #6 for “Sydney Electrolysis”.
I published the new SEO-enhanced website later that day.



2019 October 01 = #3 for “Sydney Electrolysis”.
The new website led the site to rise in ranks again;
reached #1 in December; shown overleaf.



2019 October 27 = #2 for “Sydney Electrolysis”.

https://www.google.com.au/search?q=sydney+electrolysis

About 434,000 results (0.41 seconds)

Permanence | Sydney CBD Hair Removal
4.5 ★★★★★ (32) - Electrolysis hair removal service
The Dymocks Building
lvl 3 suite 5/428 George St - (02) 9221 8594
Closed - Opens 8AM Mon

Klumj Electrolysis Sydney
5.0 ★★★★★ (2) - Electrolysis hair removal service
McCaffreys Tower, 21 Cadigal Ave - 0413 540 200
Closed - Opens 10AM Mon

Clinical Electrolysis
4.3 ★★★★★ (6) - Electrolysis hair removal service
Level 3, Suite 7/229 Macquarie St - (02) 9231 1903
Closed - Opens 10AM Mon

Permanent Hair Removal in Sydney | Permanence **01**
https://permanence.com.au
Want a permanent hair removal solution? Permanence Sydney guarantees hair-free skin with galvanic electrolysis treatments. Permanently remove unwanted ...
Frequently Asked Questions - About Electrolysis - What Is Electrolysis - Contact Us

People also ask

- How much does electrolysis cost?
- Is electrolysis better than laser?
- Does electrolysis really work?
- How long does it take for electrolysis to work?

Sydney Electrolysis Permanent Hair Removal: Nicolsons ... **02**
https://nicolsonselectrolysis.com
Nicolsons Electrolysis Sydney: Permanent Hair Removal; Safe Effective; Apilus; Registered Nurse 20+ Years Experience. Free Consultation 02 9555 7007.

5:25 PM
27/10/2019

2019 December 06 = #1 for “Sydney Electrolysis”.

https://www.google.com.au/search?q=sydney+electrolysis

About 511,000 results (0.40 seconds)

Permanence | Sydney CBD Hair Removal
4.5 ★★★★★ (33) - Electrolysis hair removal service
The Dymocks Building
lvl 3 suite 5/428 George St - (02) 9221 8594
Closed - Opens 8AM Sat

Klumj Electrolysis Sydney
5.0 ★★★★★ (2) - Electrolysis hair removal service
McCaffreys Tower, 21 Cadigal Ave - 0413 540 200
Closed - Opens 10AM Sat

Clinical Electrolysis
4.3 ★★★★★ (6) - Electrolysis hair removal service
Level 3, Suite 7/229 Macquarie St - (02) 9231 1903
Closed - Opens 10AM Mon

#1 Sydney Electrolysis Permanent Hair Removal: Nicolsons ...
https://nicolsonselectrolysis.com
Nicolsons Electrolysis Sydney: Permanent Hair Removal; Safe Effective; Apilus; Registered Nurse 20+ Years Experience. Free Consultation 02 9555 7007.

10:24 PM
6/12/2019

2020 January 23 = #1 for "Sydney Electrolysis".

https://www.google.com.au/ 90%

Sydney Electrolysis

About 443,000 results (0.50 seconds)

Rating - Hours -

Permanence | Sydney CBD Hair Removal
4.5 ★★★★★ (35) · Electrolysis hair removal service
lvl 3 suite 5/428 George St · In The Dymocks Building
Closed · Opens 9AM · (02) 9221 8594

Clinical Electrolysis
4.4 ★★★★★ (7) · Electrolysis hair removal service
Level 3, Suite 7/229 Macquarie St · In Thwe William Bland Center
Closed · Opens 10AM · (02) 9231 1903

Klumj Electrolysis Sydney
5.0 ★★★★★ (2) · Electrolysis hair removal service
McCaffreys Tower, 21 Cadigal Ave
Closed · Opens 10AM · 0413 540 200

[More places](#)

nicolsonselectrolysis.com
Sydney Electrolysis Permanent Hair Removal: Nicolsons ...
Nicolsons Electrolysis Sydney: Permanent Hair Removal; Safe Effective; Apilus; Registered Nurse 20+ Years Experience. Free Consultation 02 9555 7007.

2:24 AM
1/23/2020

2020 April 28 = still #1 for "Sydney Electrolysis".

google.com.au/search?hl=en&biw=1283&bih=940&ei=Fn-nXtqCH6LXz7s

sydney electrolysis

Volume: 480/mo | CPC: \$5.27 | Competition: 0.19

About 383,000 results (0.39 seconds)

Rating - Hours -

Permanence | Sydney CBD Hair Removal
4.7 ★★★★★ (34) · Electrolysis hair removal service
lvl 3 suite 5/428 George St · In The Dymocks Building
(02) 9221 8594

Klumj Electrolysis Sydney
5.0 ★★★★★ (2) · Electrolysis hair removal service
McCaffreys Tower, 21 Cadigal Ave
Open · Closes 8PM · 0413 540 200

Clinical Electrolysis
4.5 ★★★★★ (8) · Electrolysis hair removal service
Level 3, Suite 7/229 Macquarie St · In Thwe William Bland Center
Open · Closes 6PM · (02) 9231 1903

[More places](#)

#1 nicolsonselectrolysis.com
Sydney Electrolysis Permanent Hair Removal: Nicolsons ...
Nicolsons Electrolysis Sydney: Permanent Hair Removal; Safe Effective; Apilus; Registered Nurse 20+ Years Experience. Free Consultation 02 9555 7007.
[About Electrolysis](#) · [FAQs](#) · [The Clinic](#) · [Contact](#)

Tuesday, 28 Apr 2020 11:00 AM

2020 May 29 = still #1 for “Sydney Electrolysis”.


google.com.au/search?source=hp&ei=ImDQXoaDEZTyrAGpipG4BQ&q=syc

sydney electrolysis

Volume: 480/mo | CPC: \$2.20 | Competition: 0.28

All Images News Videos Shopping More Settings Tools

About 385,000 results (0.39 seconds)



Rating - Hours -

Hours or services may differ

Permanence Sydney CBD Hair Removal 4.7 ★★★★★ (37) · Electrolysis hair removal service lvl 3 suite 5/428 George St · In The Dymocks Building Open · Closes 6PM · (02) 9221 8594	WEBSITE	DIRECTIONS
Klumj Electrolysis Sydney 5.0 ★★★★★ (2) · Electrolysis hair removal service McCaffreys Tower, 21 Cadigal Ave Open · Closes 8PM · 0413 540 200	WEBSITE	DIRECTIONS
Clinical Electrolysis 4.5 ★★★★★ (8) · Electrolysis hair removal service Level 3, Suite 7/229 Macquarie St · In Thwe William Bland Center Closed · Opens 12PM · (02) 9231 1903	WEBSITE	DIRECTIONS

More places

nicolsonselectrolysis.com

Sydney Electrolysis Permanent Hair Removal: Nicolsons ...

Nicolsons **Electrolysis Sydney**: Permanent Hair Removal; Safe Effective; Apilus; Registered Nurse 20+ Years Experience. Free Consultation 02 9555 7007.

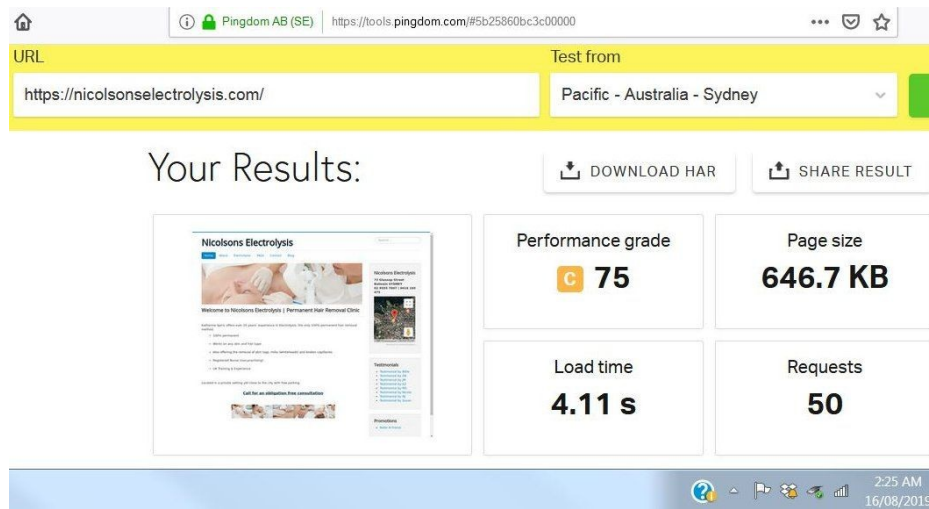
[About Electrolysis](#) · [The Clinic](#) · [FAQs](#) · [Contact](#)

Friday, 29 May 2020 11:09 AM

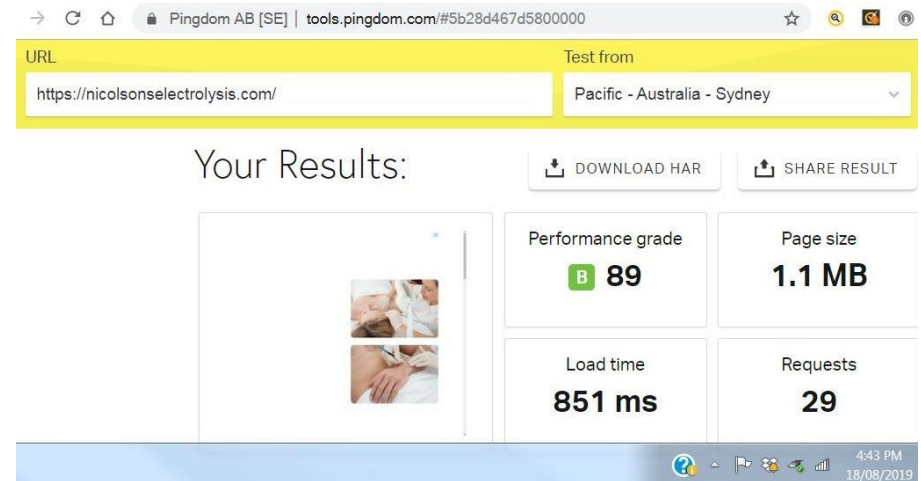
D) Site Performance Improvements:

These screenshots are via tools.pingdom.com They show I greatly improved the site's speed; the "load time". Among other factors this has improved the site's rankings and people's time-on-site.

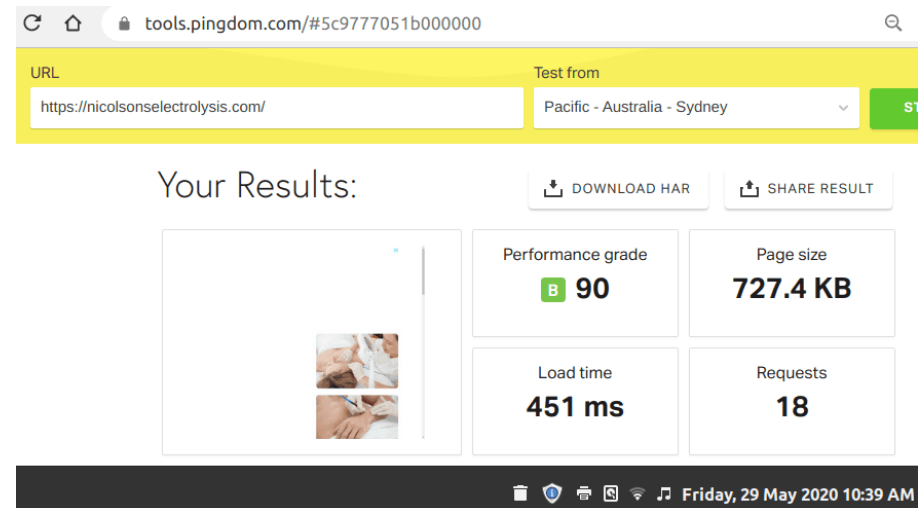
The "Before" (the Joomla site & USA hosting): The first image shows results of a **2019-08-16** test on the old site. The load time for Sydney was measured at **4.11 seconds**.



The "After" (the WordPress site & Australia hosting): This next image shows results of a test done 2 days later on **2019-08-18**; the day after I published the new site. **The load time was reduced to 0.85 seconds**; around 5 times faster than the old Joomla site. That's even with the new home page having more content and almost twice the data: 1.1MB of data compared to 0.646MB on the old site. The new site also has a better performance grade of 90 compared to 75. And also less "requests" to the servers: 29 compared to 50. A lower number of requests can improve a site's performance.



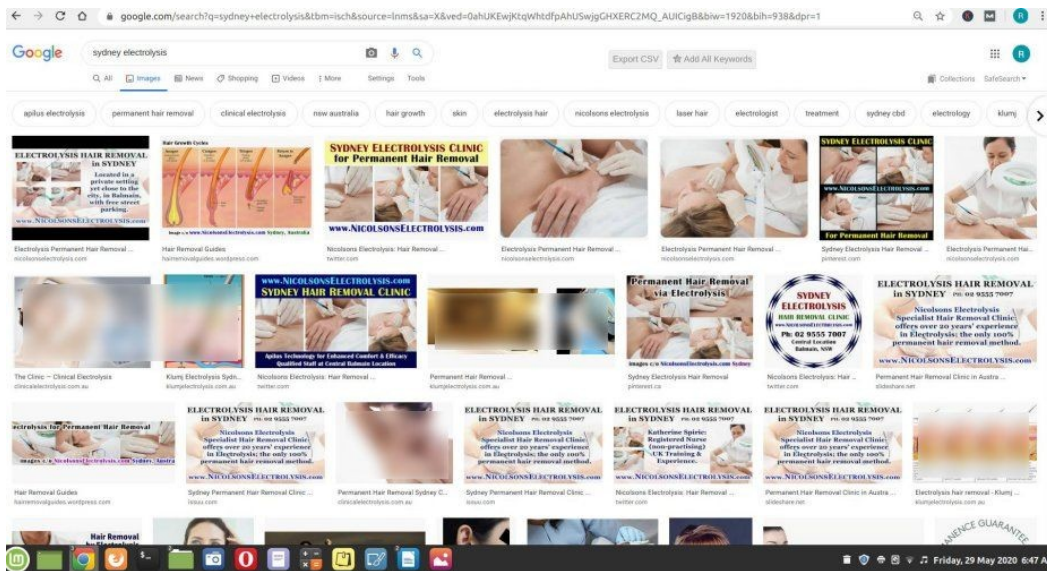
Update - below: In May 2020 I did work to improve the site's load time further. The image below shows a test done on **2020-05-29**. **The load time was 0.45 sec; 9 times faster than the Joomla site.**



E) Dominating Google Images

This screenshot shows how I have taken over the search results for “Sydney Electrolysis” (and related terms) for this business. This was from a combination of my off-site and on-site SEO.

As of 2020-05-29 **16 of the top 20 images are for this business.**
I have blurred those that are not.

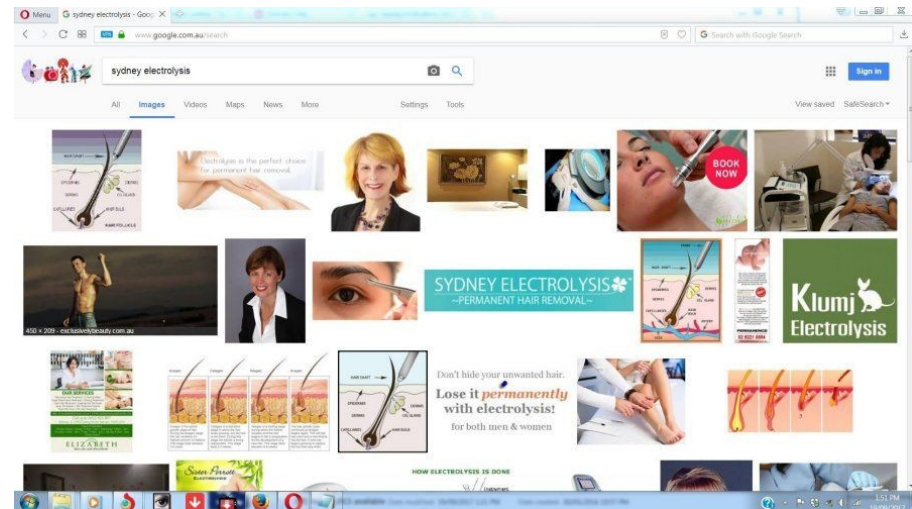


Of the 16 images: 3 shown come from the site; 13 are on other sites;
Web 2.0 accounts I created during the off-site SEO work.

You can clearly see my ‘SEO branded images’. They feature large text relating to the search term; many promote the business name, the website and other contact details. They act rather like business cards on Google.

I made and deployed most of the images in 2018. I did further work in 2019 & 2020 to boost the other sites they are on.

For contrast see below for how it looked several months before I started my SEO work; a screenshot from 2017-09-19. None of these images were for this business.



I have screenshots that show this progression along the way:

2017-09-19 = 0 of the top 20.

2018-06-07 = 6 of the top 21.

2019-05-16 = 10 of the top 20.

2019-12-19 = 12 of the top 20.

2020-03-04 = 15 of the top 20.

2020-05-29 = 16 of the top 20.

When done right SEO builds more results over time.

