

Case Study – BreathewithJP

1. Campaign Kick-Off & Keywords Overview

I. Campaign Overview

Campaign Name: JACA Crawler - Breathewithjp

Website: <http://breathewithjp.com/>

Targeted Keywords: *breathe meditation, breathwork, breathwork meditation, breathe training, transformational breathing, breathwork training, how to breathe better, relaxation breathing techniques, breathwork exercises, holotropic breathwork, holotropic breathing, meditation for addiction, shamanic breathwork, shamanic breathing, bioenergetic breathing, breathwork los angeles, rebirthing breathwork, recovery coach, transformational coaching and breathwork teacher training*

II. Keywords Overview

The campaign commenced on the 1st of June 2017 keeping 20 keywords as our primary goal. There are three fundamental ways to achieve the best results in the online marketing field:

- A well targeted keyword focus
- Strong page element optimization
- Good quality page content

Keyword research is the groundwork for a successful SEO campaign. Doing keyword research in a way that will bring long-term success requires in-depth analysis around all keywords that may be relevant to the products or services of the targeted website. Start with the most general keywords and find long tail keywords relating to each of them, then search for other long tail keywords relating to each of those. This pattern can be repeated many times to find many keyword opportunities. This strategy will also uncover some highly targeted keywords that will convert well and could be fairly easy to rank for.

Once search engines have crawled pages on the web, they can extract the content of those pages and add it to their indexes. In this way, they can decide if they feel a page is of sufficient quality to be ranked well for relevant keywords.

When they are deciding this, the search engines do not just look at the content of the page; they also look at the number of links pointing to that page from external websites and the quality of those external websites. Generally speaking, the more high-quality websites that link to you, the more likely you are to rank well in search results.

Here is the list of the keywords along with their monthly searches that have been worked upon so far:

Table 1 - Keywords Searches

S. No.	Keywords	Searches*
1	breathe meditation	880
2	breathwork	720
3	breathwork meditation	40
4	breathe training	210
5	transformational breathing	480
6	breathwork training	590
7	how to breathe better	3600
8	relaxation breathing techniques	880
9	breathwork exercises	90
10	holotropic breathwork	2900
11	holotropic breathing	880
12	meditation for addiction	170
13	shamanic breathwork	140
14	shamanic breathing	110
15	bioenergetic breathing	70
16	breathwork los angeles	40
17	rebirthing breathwork	90
18	recovery coach	880
19	transformational coaching	590
20	breathwork teacher training	80

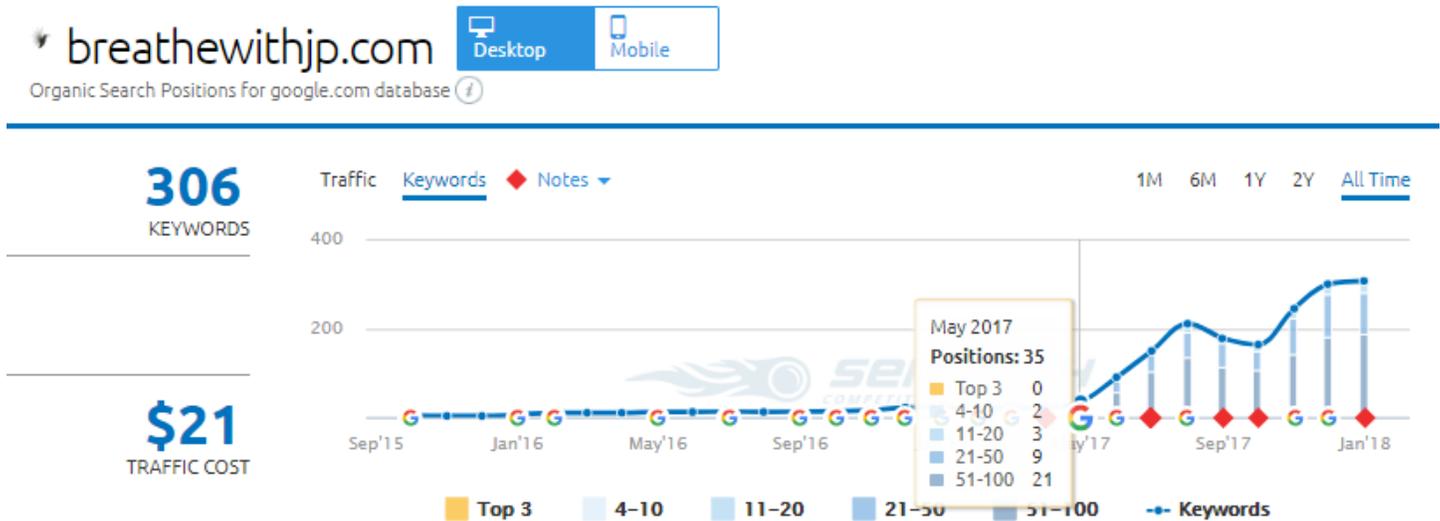
*Searches – The number of local searches per month on Google for that keyword. The numbers are for the whole country, and not for a particular city. N/A means the number of searches is not available for the keyword.

2. Organic Searches (Keywords Position)

Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements. An organic keyword is a keyword used to attract free traffic through search engine optimization (SEO).

Here is a brief overview of the Organic Searches of our keywords back in the month of June 2017.

Keywords search position (Jun'17)



As it can be seen from the screenshot picture above, we ranked for a total of 35 keywords on Google.com. Out of these 35 keywords, no such keywords were ranking in the Top 3 searches.

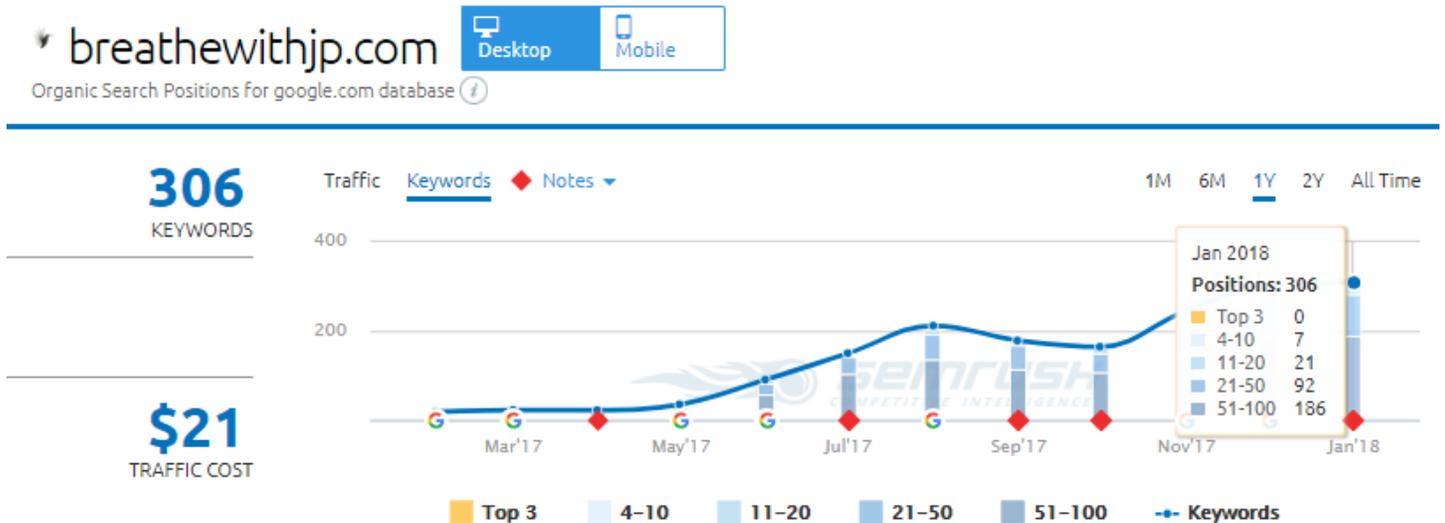
Table 2 - Keywords Position (Sep'16)

S. No.	Keywords Position (Google)	No. of Ranked keywords
1	Top 3	0
2	4 to 10	2
3	11 to 20	3
4	21 to 50	9
5	51 to 100	21
	Total	35

Talking briefly about the contribution of the SEO efforts so far, here is a brief overview of the Organic Searches in the present month (January 2018).

We are now ranking for a total of **306** keywords on Google.com. This is the number of keywords actually bringing users to the website via Google's top 100 Organic search results.

Keywords search position (Jan'18)



As it can be seen from the screenshot picture above, we currently rank for a total of 306 keywords on Google.com. Out of these 306 keywords, 7 such keywords were ranking in the Top 10 searches, followed by 21 keywords in the Top 20 and 28 of our primary keywords in the list ranging from 11-20 searches (second page of Google).

Table 3 - Keywords Position (Jan'18)

S. No.	Keywords Position (Google)	No. of Ranked keywords
1	Top 10	7
3	11 to 20	21
4	21 to 50	92
5	51 to 100	186
	Total	306

3. Link Building Campaign (Backlinks Overview)

Link building (alternative spellings include linkbuilding and link-building) refers to the process of getting external pages to link to a page on your website. It is one of the many tactics used in search engine optimization (SEO). Backlinks make a huge impact on a website's prominence in search engine results. This is why they are considered very useful for improving a website's SEO ranking. Search engines calculate rankings using multiple factors to display search results, out of which link building is one of the most important factors after on page optimization.

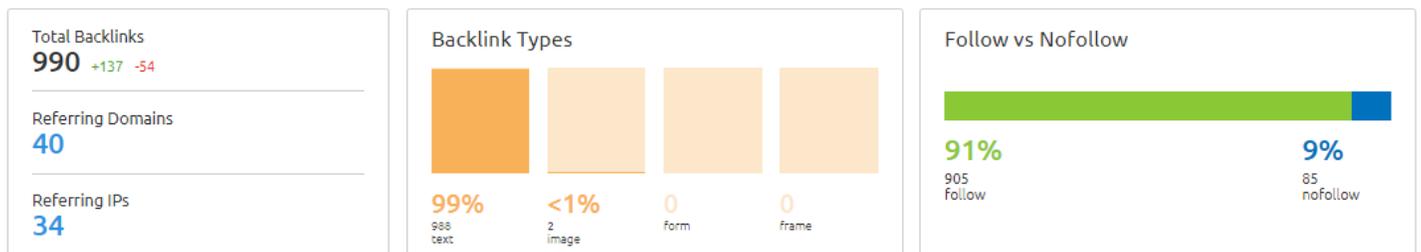
The website currently gains a total of **990** backlinks pointing to the website from 40 referring domains.

Backlinks Overview (Jan'18)

Backlinks: breathewithjp.com

Report Scope: [Root Domain](#) | Last Update: Jan 2, 2018 | Data: Fresh | [Need more historical data?](#)

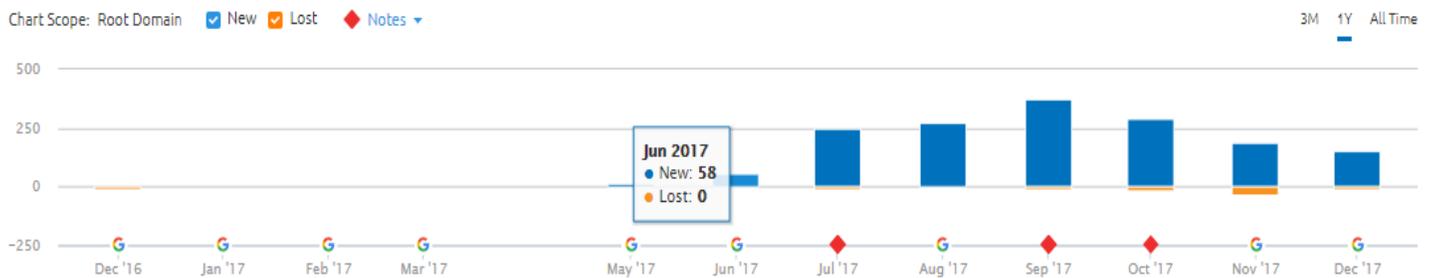
Overview **Backlinks** Anchors Referring Domains Referring IPs Indexed Pages Competitors Quick Batch



The total number of backlinks pointing to the website in the month of June 2017 was 58.

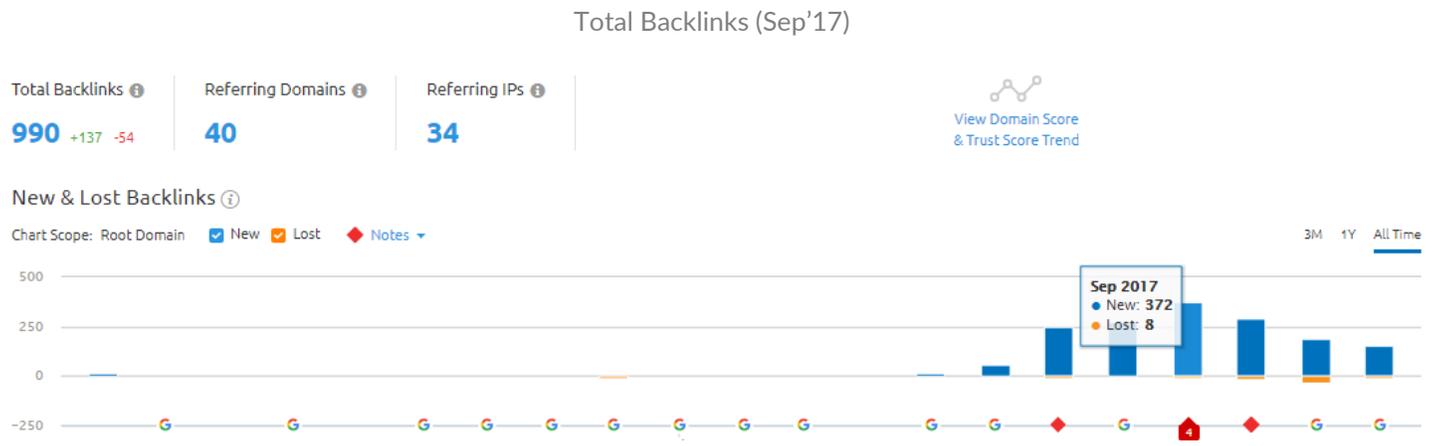
Total Backlinks (Jun'17)

New & Lost Backlinks



With the help of intensive link building techniques, like Directory Submissions, Social Bookmarking, Blog Commenting, PPT and PDF Submissions, Image Submissions, Press Release, Article Submission, Blogging, Social Media Optimization, Forum & much more, we have managed to create some good quality backlinks pointing to the website.

The total number of new backlinks that are pointing to the website as of today (January 2018) is 990.



Follow Vs Nofollow links

Nofollow is an HTML attribute value used to instruct search engines bots that a hyperlink should not influence the link target's ranking in the search engine's index. It is intended to reduce the effectiveness of certain types of search engine spam, thereby improving the quality of search engine results and preventing spamdexing from occurring in the first place.

“Nofollow” is a value that can be assigned to the *rel* attribute of an HTML element to instruct some search engines that the hyperlink should not influence the ranking of the link's target in the search engine's index.

Dofollow links allow google (all search engines) to follow them and reach our website, giving us link juice and a backlink. If a webmaster is linking back to you with this link both Search Engine and Humans will be able to follow you. The best way to give someone dofollow love is allowing keyword in the anchor text. This means when you are linking to any website or page, use the targeted keyword as anchor text.

Out of the 990 backlinks created so far, 905 of them are nofollow links and 85 of them are follow links.

Follow vs Nofollow

