



BUSINESS **CASE STUDY**

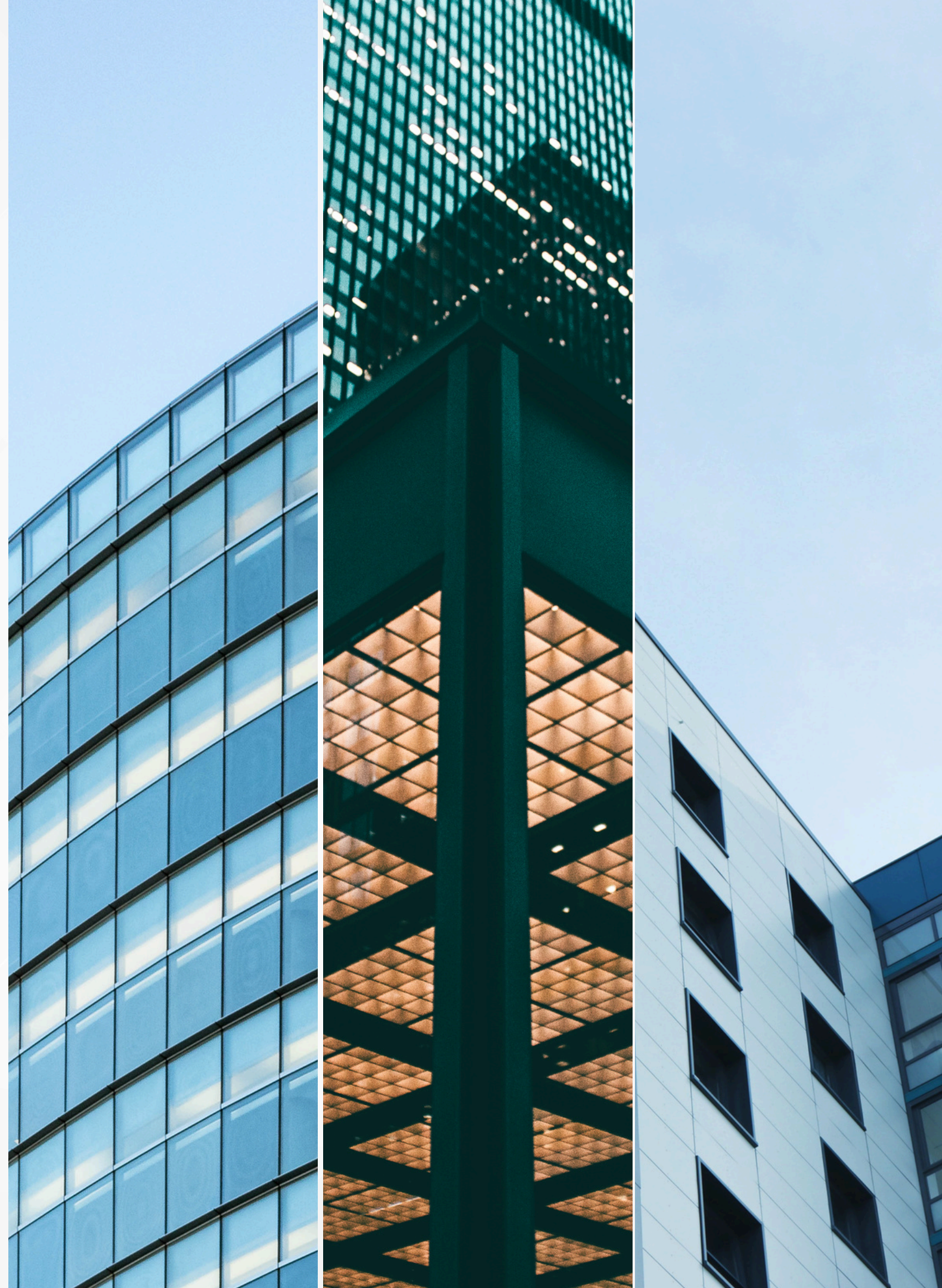
SEO Performance Improvement for
www.docukng.com

PROJECT BACKGROUND AND CHALLENGE

Docukng is a platform that redefines document management by making it easier and faster to complete forms and templates. This innovation enhances user efficiency, creating a smoother experience for those handling complex documents.

At the beginning of the project, Docukng's website had a limited online presence and low organic traffic. These factors reduced its visibility and reach among potential users looking for document management solutions.

The main objective was to improve the site's visibility in search engine results. This involved increasing organic traffic and boosting overall SEO performance to help Docukng reach a broader audience.



PROJECT OVERVIEW

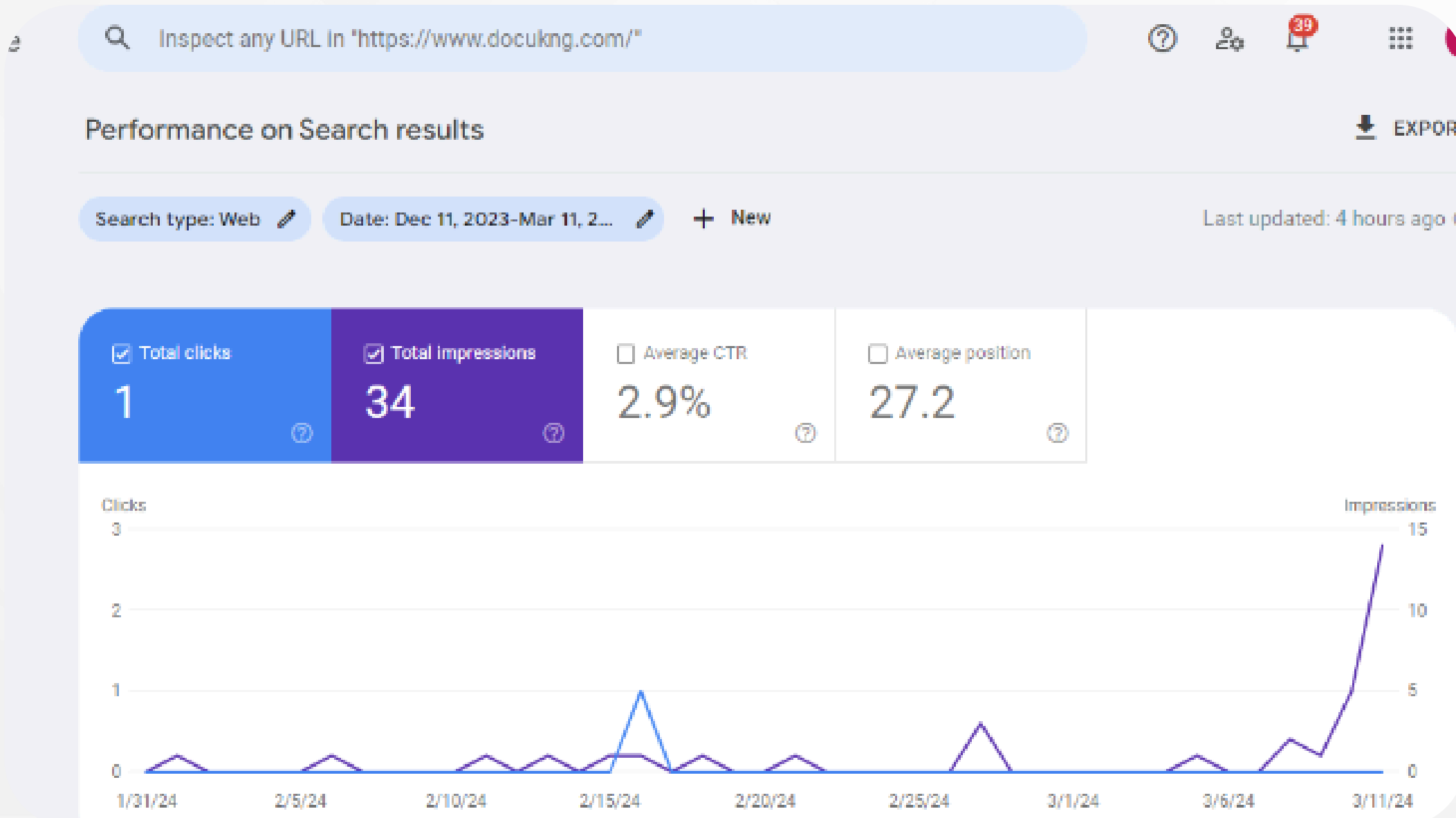
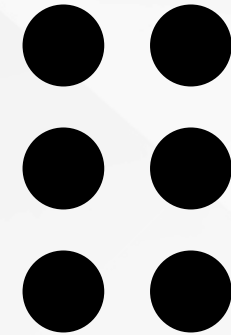
FOUR MONTH PERIOD

| | |
|-------------------------|----------------------------------------------------------------|
| Project | Docukng |
| Website | www.docukng.com |
| Blog Page | www.docukng.com/blog |
| Target Location | USA |
| Project Duration | March 11, 2024 – July 6, 2024 |



INITIAL PERFORMANCE METRICS

(AS OF MARCH 11, 2024)



Google Search Console (GSC) Data:

| | |
|-----------------------------------------|--------------|
| Total Clicks | 1 |
| Total Impressions | 34 |
| Average Click-Through Rate (CTR) | 2.90% |
| Average Position | 27.2 |

INITIAL PERFORMANCE METRICS

(AS OF MARCH 11, 2024)



| SEMrush Organic Traffic | |
|-------------------------|---|
| Organic Traffic | 0 |
| Authority Score | 0 |
| Backlinks | 3 |

Domain Overview: docukng.com

Worldwide US UK AU Desktop Mar 28, 2024 USD

Overview Compare domains Growth report Compare by countries

Authority Score

0

Semrush Domain Rank 0

Organic Search Traffic

0 View details

Keywords 7

Paid Search Traffic

The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.

Go to Position Tracking

Backlinks

3

Referring Domains

INITIAL PERFORMANCE METRICS

**(AS OF MARCH
11, 2024)**



| DA-PA | |
|-----------------------|---|
| Domain Authority (DA) | 3 |
| Page Authority (PA) | 7 |

| URL | <u>DA</u> | <u>PA</u> |
|-----------------------------------------------------------------|-----------|-----------|
| https://www.docukng.com/ | 3 | 7 |

STRATEGIES IMPLEMENTED

- **Content Optimization:**

Enhanced existing content with targeted keywords and created new content focused on long-tail keywords.

- **Technical SEO:**

Improved site speed, mobile responsiveness, and fixed on-page SEO issues.



- **Backlink Building:**

Acquired high-quality backlinks through guest posting, outreach, and partnerships.

- **User Experience Enhancements:**

Improved website navigation, user interface, and blog design for better engagement.

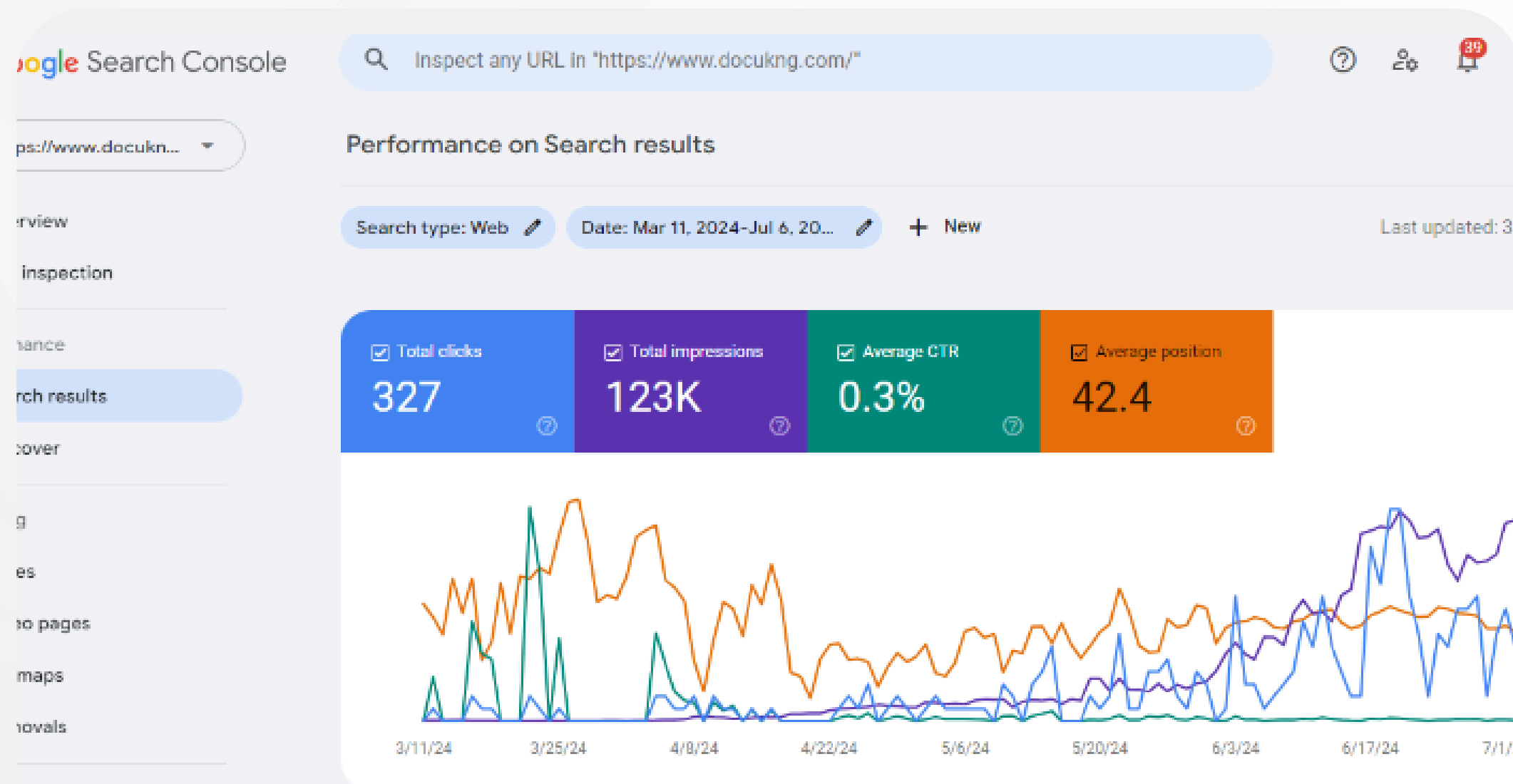
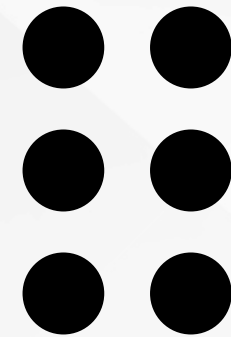
- **Google Search Console and Analytics Monitoring:**

Regularly analyzed performance metrics and adapted strategies based on user behavior and search trends.



FINAL PERFORMANCE METRICS

(AS OF JULY 6, 2024)

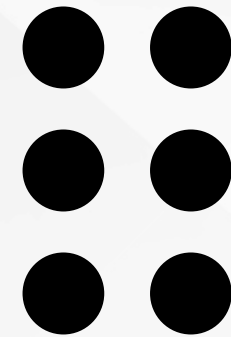


Google Search Console (GSC) Data:

| | |
|-----------------------------------------|-------------|
| Total Clicks | 327 |
| Total Impressions | 123K |
| Average Click-Through Rate (CTR) | 0.3% |
| Average Position | 42.4 |

FINAL PERFORMANCE METRICS

(AS OF JULY 6, 2024)



Projects > Domain Overview Use

Domain Overview: docukng.com

Worldwide US UK CA ... Desktop Jun 13, 2024 USD

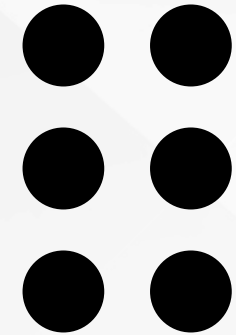
Overview Compare domains Growth report Compare by countries

| | | | |
|-----------------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| Authority Score 7 Semrush Domain Rank 3.4M ↑ | Organic Search Traffic 97 +288% View details Keywords 1.4K ↑ | Paid Search Traffic The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign. Go to Position Tracking | Backlinks 91 Referring D |
|-----------------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|

| SEMrush Organic Traffic | |
|-----------------------------------|-----|
| Organic Traffic | 97 |
| Authority Score | 9 |
| Backlinks | 163 |
| Organic Traffic After Project End | 62 |

FINAL PERFORMANCE METRICS

(AS OF JULY 6,
2024)



| DA-PA | |
|-----------------------|----|
| Domain Authority (DA) | 11 |
| Page Authority (PA) | 18 |

| URL | <u>DA</u> | <u>PA</u> |
|-----------------------------------------------------------------|-----------|-----------|
| https://www.docukng.com/ | 11 | 18 |

SEARCH ENGINE RESULTS PAGE

TOP 4 KEYWORDS

Legal Healthcare Deluxe Documents

Keyword difficulty: ... (for google.com database) — View [full report](#) for this keyword

All Images News Videos Shopping More

docukng.com
<https://www.docukng.com> · category · department · leg...

1. Legal-Healthcare-Deluxe Documents - Docukng

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - Connect

L: 0 LD: 74 I: 1.09K whois source Rank: 7.11M

DepartmentLegalLegal-Healthcare-Deluxe Documents. Legal-Healthcare-Deluxe Documents. Resumes - Safety Guidelines · General By-Laws · Work Templates · Wedding - Birthday - Funeral - Obituary · General By-Laws ...

General By-Laws Deluxe Documents

Keyword difficulty: ... (for google.com database) — View [full report](#) for this keyword

docukng.com
<https://www.docukng.com>

1. Explore Diverse General By-Laws Deluxe Services

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free Semrush account - Connect

L: 0 LD: 151 I: n/a whois source Rank: 5.39M

General Documents. Resumes - Safety Guidelines · General By-Laws · Work Templates · Wedding - Birthday - Funeral - Obituary · General By-Laws ...

Staff Management Documents

Keyword difficulty: ... (for google.com database) — View [full report](#) for this keyword

docukng.com
<https://www.docukng.com>

2. Staff Management Documents - Docukng

L: 0 LD: 151 I: n/a whois source Rank: 5.39M

ConsultingHuman ResourcesStaff Management Documents. Staff Management Documents. Resumes - Safety Guidelines · General By-Laws · Work Templates · Wedding - Birthday - Funeral - Obituary · General By-Laws ...

HR Misc Documents

Keyword difficulty: ... (for google.com database) — View [full report](#) for this keyword

docukng.com
<https://www.docukng.com> · department-hr-misc

3. Hr Misc Documents - Docukng

L: 0 LD: 74 I: 1.09K whois source Rank: 7.11M

Hr Misc Documents. Improve Workplace Efficiency with Comprehensive HRM Documents. Resumes - Safety Guidelines · General By-Laws · Work Templates · Wedding - Birthday - Funeral - Obituary · General By-Laws ...



RESULTS & ANALYSIS

- **Increased Visibility**

Total clicks rose from 1 to 327, and impressions jumped from 34 to 123,000, reflecting a significant boost in search visibility.

- **CTR and Position Decline**

CTR dropped from 2.9% to 0.3%, and average position fell from 27.2 to 42.4, indicating that the site ranked for more keywords but often on lower pages.



- **Organic Traffic Growth**

Organic traffic peaked at 97 in June and slightly decreased to 62 by the project's end.

- **Authority and Backlinks**

Authority score improved to 9, and backlinks increased from 3 to 163, strengthening the website's credibility.

- **Domain and Page Authority**

Domain Authority (DA) increased from 3 to 11, and Page Authority (PA) rose from 7 to 18, indicating successful SEO efforts.

DOCUKNG'S SEO GROWTH HIGHLIGHTS

The project for **Docukng** achieved a noticeable improvement in SEO metrics over the four-month period. Strategies implemented led to **increased visibility, higher organic traffic**, and a **stronger backlink profile**.

There was a slight decline in CTR and average position, a common challenge as the site began to rank for a broader range of keywords. This initial decline indicates room for growth as ranking stabilizes.

Moving forward, focusing on improving keyword rankings will be crucial to driving CTR and further boosting organic traffic. This approach should help sustain the positive momentum seen in visibility and engagement.



WE PROVIDE
WORLDWIDE
SERVICES





THANK YOU

Thank you for exploring our case study on Docukng's SEO performance improvement. We hope this insight into our approach and results demonstrates our commitment to driving measurable success. Reach out to learn how we can help you achieve similar results.