



# Business Case Study

[www.themuskokasaunaco.com](http://www.themuskokasaunaco.com)

The logo is a white square with a thin white border, containing the text "THE MUSKOKA SAUNA CO." in a bold, uppercase, sans-serif font. This square is centered within a large, dark grey circle that has a white dashed border. The entire graphic is set against a black background that has a white vertical bar on the left and a white vertical bar on the right, creating a frame around the central elements.

THE  
MUSKOKA  
SAUNA CO.

# Overview:

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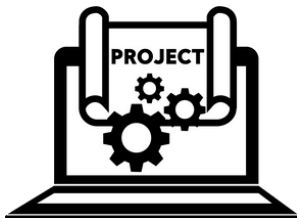


*Enhance online presence, increase traffic, and boost conversion rates for The Muskoka Sauna Co.*

# Project Overview (Four Month Period)

The Muskoka Sauna Co. project focused on increasing brand visibility and sales over four months through strategic digital marketing and website optimizations.

**01**




**Project Name**  
The Muskoka Sauna  
Co.

**02**




**Website**  
<https://themuskokasaunaco.com>

**03**



**Target Location**  
Canada

**04**



**Project Duration**  
May 18, 2024 – Aug  
31, 2024

A top-down view of a wooden desk. On the left, there are several papers with charts and tables, a pair of black-rimmed glasses, and a pink sticky note. In the center, a hand is holding a white paper with a bar chart and a pie chart. On the right, a silver laptop is open, and a hand is typing on the keyboard. Further right, a hand is holding a gold pen over a notebook. The background is a light-colored wall with a wooden shelf holding more papers and paper clips.

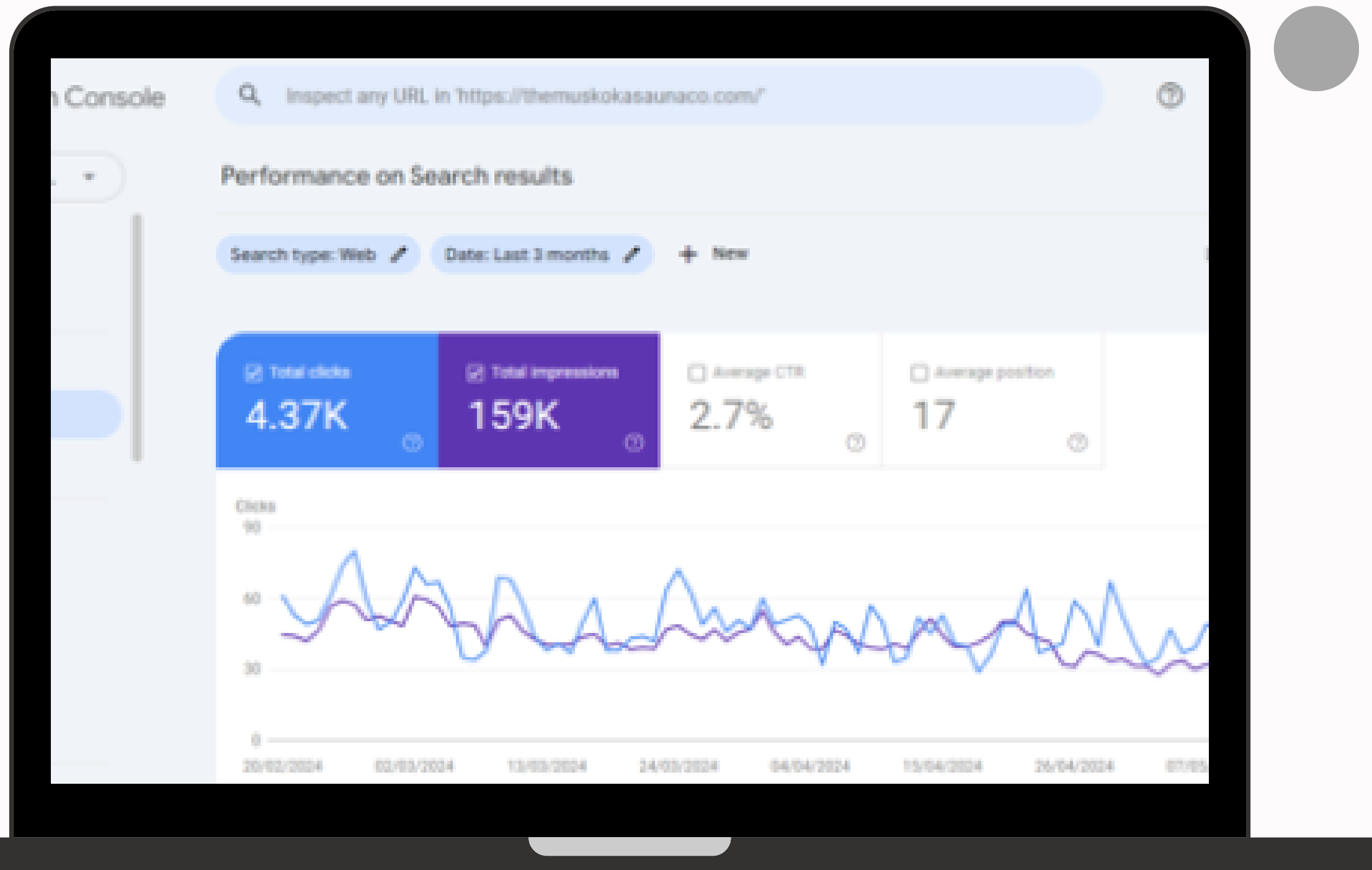
# Project Goals

The goal was to improve the SEO performance of The Muskoka Sauna Co., increase organic traffic, improve search engine visibility, and boost user engagement by leveraging on-page and off-page SEO strategies.





# Initial Performance Metrics (As of May 18, 2024)



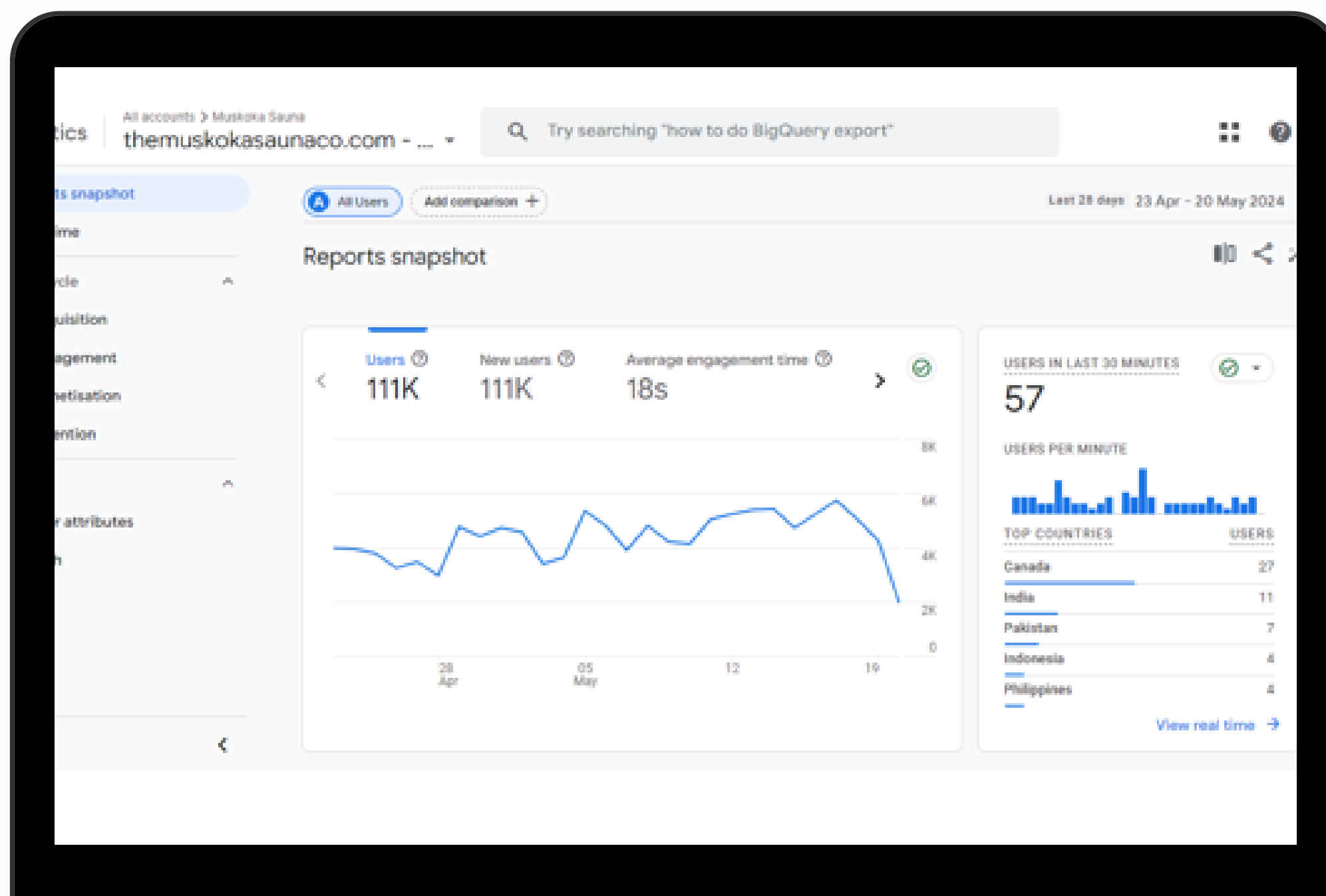
## Google Search Console (GSC) Data:

- Total Clicks: 4.37K
- Total Impressions: 159K
- Average Click-Through Rate (CTR): 2.70%
- Average Position: 17



Google Analytics

# Initial Performance Metrics (As of May 18, 2024)



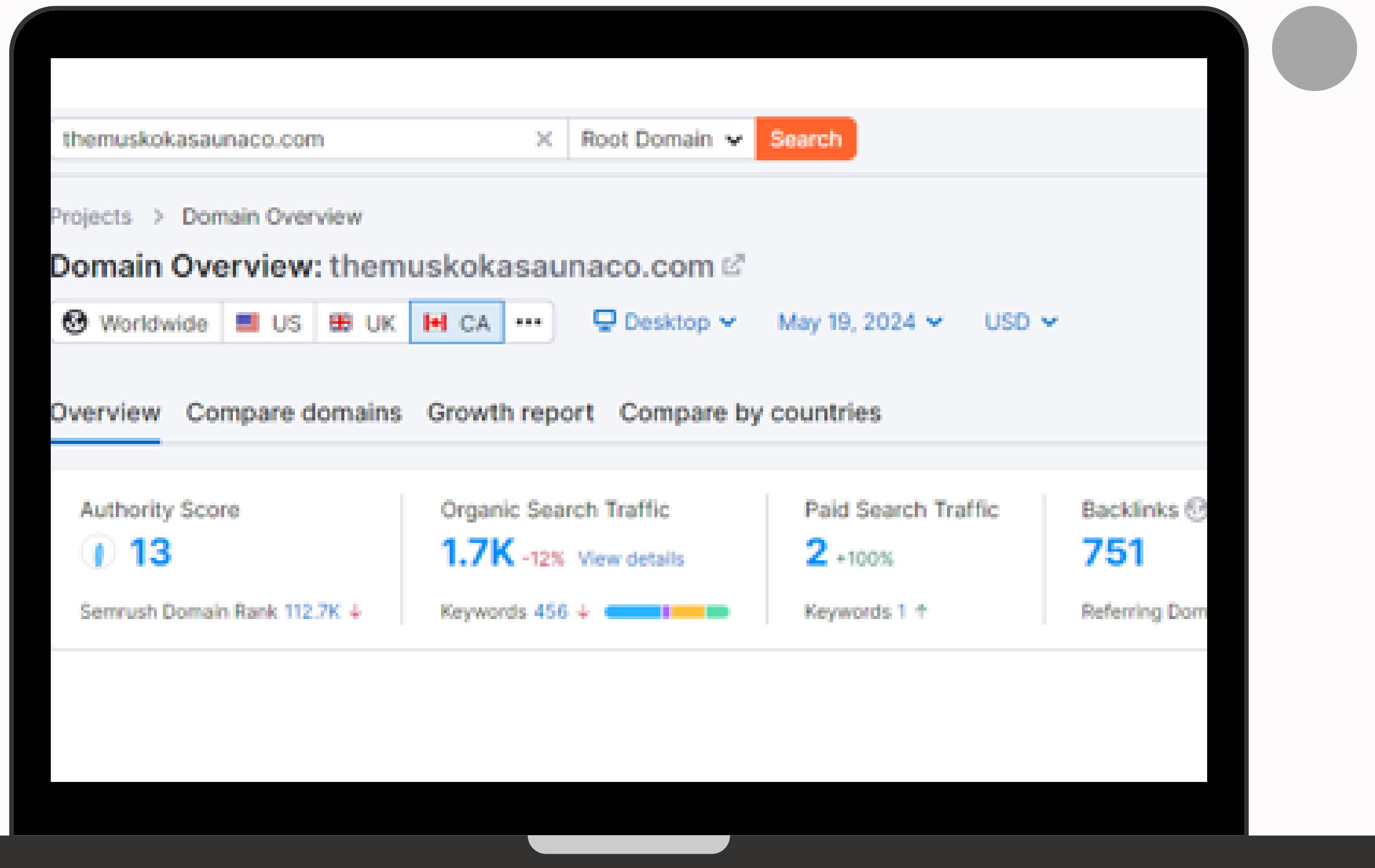
## Google Analytics Overview:

- Total Users: 111,000
- New Users: 111,000
- Average Engagement Duration: 18 seconds



# SEMRUSH

## Initial Performance Metrics (As of May 18, 2024)



### SEMrush Organic Traffic

- Organic Traffic: 1.7K visitors
- Authority Score: 13
- Backlinks: 751

DA PA Checker



# Initial Performance Metrics (As of May 18, 2024)

## DA-PA

URL	DA	PA
<a href="https://themuskokasaunaco.com/">https://themuskokasaunaco.com/</a>	6	20

## DA-PA

- Domain Authority (DA): 6
- Page Authority (PA): 20

# Strategies Implemented

## □ Keyword Analysis:

- Targeted high-search, low-competition keywords.
- Highlighted keywords: "Indoor Sauna Muskoka," "Indoor Cedar Cube Sauna," and "Premium Cedar Saunas."



## □ On-page Optimization:

- Optimized pages and products for performance.
- Implemented SEO-friendly meta titles, descriptions, and keywords.
- Enhanced images and improved website structure.



## □ Content Optimization:

- Improved blogs for keyword optimization and user engagement.
- Regular updates focusing on long-tail keywords.



## □ Off-page SEO:

- Built high-quality backlinks on high DA PA websites.
- Utilized strategies like social bookmarking, business listing, profile creation, blog commenting, article submissions, and competitor backlink analysis.



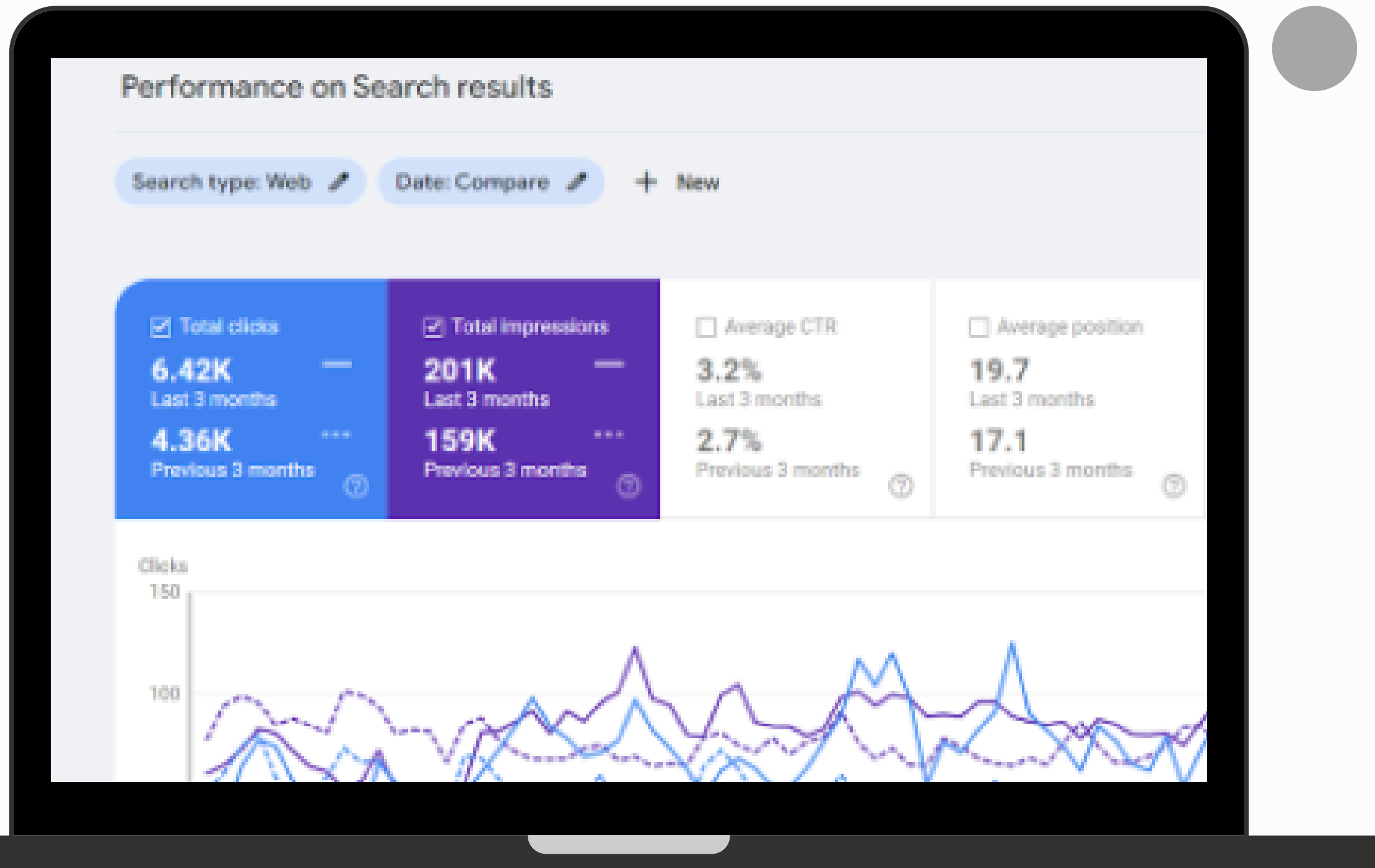
## □ Search Console & Analytics Monitoring:

- Weekly keyword ranking updates from Google Search Console and Analytics.
- Strategies adapted based on weekly SEO performance.





# Final Performance Metrics (As of Sep 31, 2024)



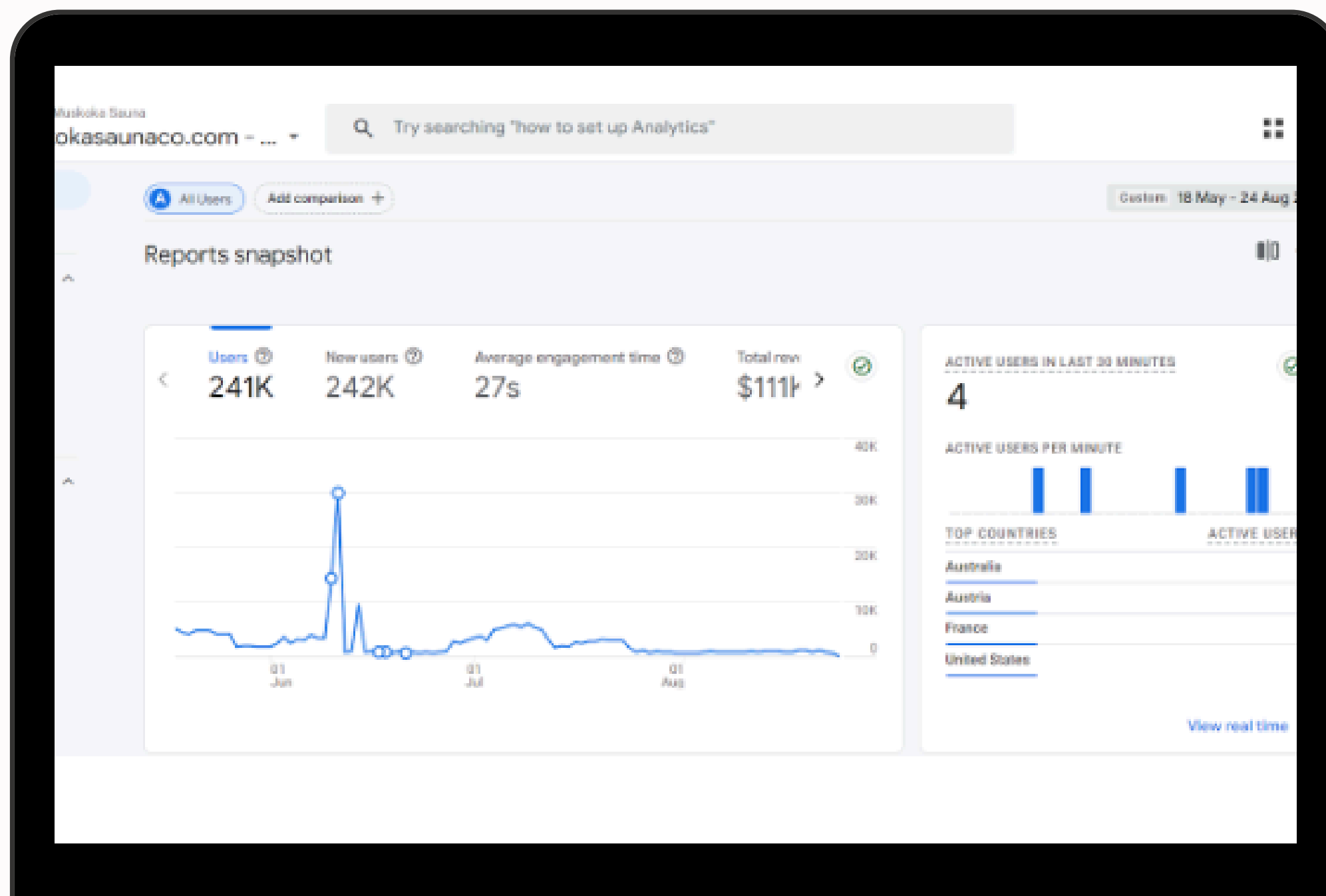
## Google Search Console (GSC) Data Overview:

- Total Clicks: 6.42K
- Total Impressions: 201K
- Average Click-Through Rate (CTR): 3.20%
- Average Position: 19.7



Google Analytics

# Final Performance Metrics (As of Sep 31, 2024)



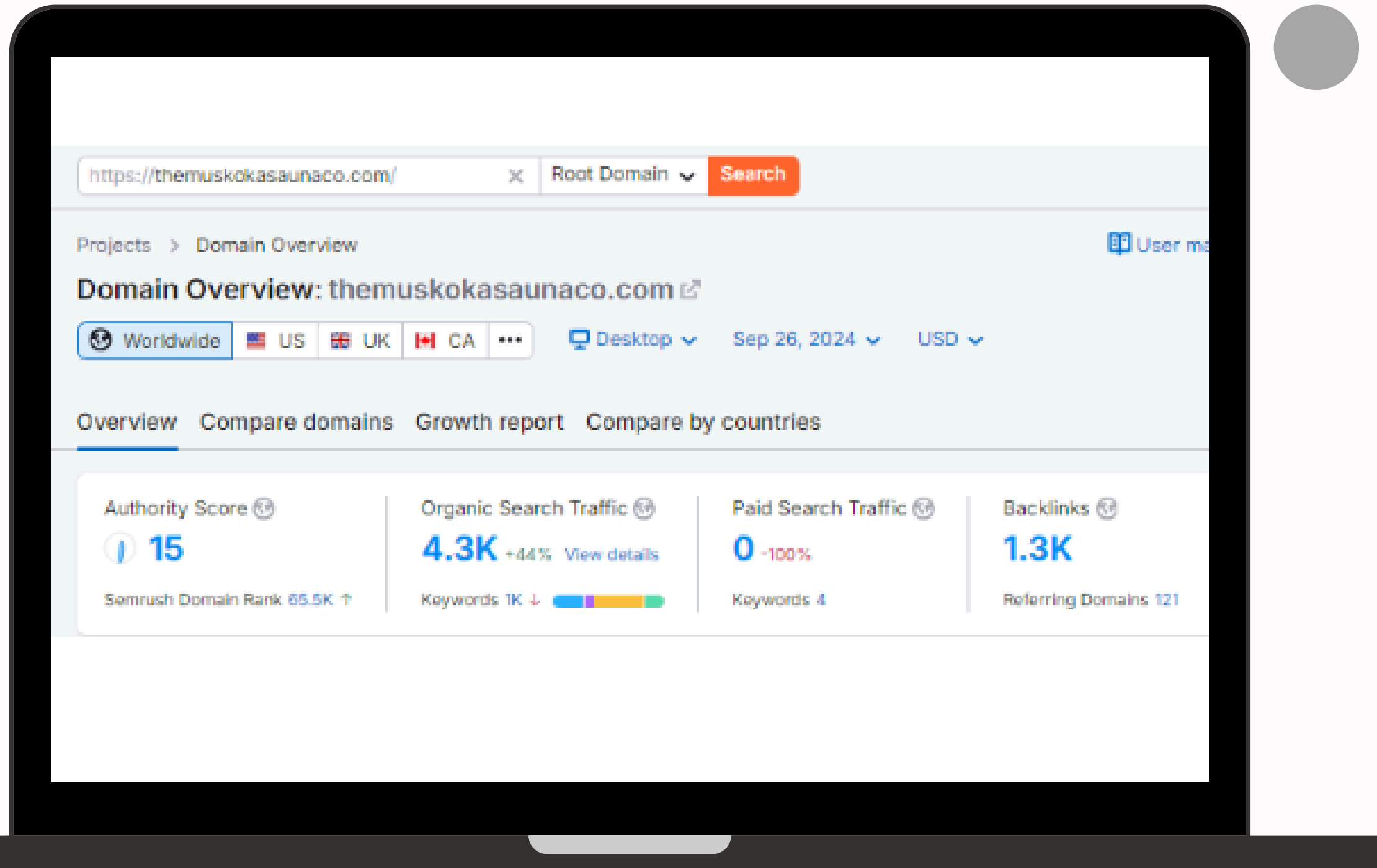
## Google Analytics Data Overview:

- Total Users: 241,000
- New Users: 242,000
- Average Engagement Duration: 27 seconds



# SEMRUSH

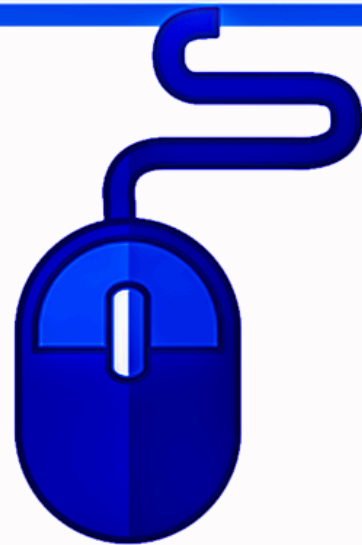
## Final Performance Metrics (As of Sep 31, 2024)



### SEMrush Organic Traffic Overview:

- Organic Traffic: 4.3K visits
- Authority Score: 15
- Backlinks: 1.3K

DA PA Checker



# Final Performance Metrics (As of Sep 31, 2024)

## DA-PA Score Overview:

- Domain Authority (DA): 14
- Page Authority (PA): 23

URL

DA

PA

<https://themuskokasaunaco.com>

14

23

google.ca/search?q=Orion+Sauna&sa\_escv=1923549eed9fda7f8&sa\_upv=1&hl=en&gl=CA&ei=HdFsZuLDMoTgpe

Orion Sauna

Keyword difficulty: 49.25% (for google.ca database) — View full report for this keyword

All Images Shopping Videos Maps News Books More Tools

Reviews Price For Sale Portable Buy Nearby Use Home Depot Canada Dimensions

The Muskoka Sauna Co.  
<https://themuskokasaunaco.com> · products · more

### 1. Pure Cube Orion Sauna

AS: 0 — Video: 0 — Pages/Visit: 0 — Avg. Visit: 0 — Source rate: 0  
 Get domain authority, visits and engagement data with a free Semrush account. Connect

L: 0 — LD: 1.26K — I: 52 — Whole — Source — Rank: 2,20M

Introducing the Orion Sauna, a luxurious haven crafted from 100% Canadian premium red cedar, enhanced by its sleek wrap-around front glass.  
 \$17,336.00 · In stock

google.ca/search?q=Premium+Cedar+Saunas&sa\_escv=1923549eed9fda7f8&sa\_upv=1&hl=en&gl=CA&ei=HdFsZuLDMoTgpe

Premium Cedar Saunas

Keyword difficulty: 48.75% (for google.ca database) — View full report for this keyword

The Muskoka Sauna Co.  
<https://themuskokasaunaco.com> · collections · cedar-bar...

### 5. Canadian Cedar Barrel Saunas

L: 0 — LD: 1.26K — I: 52 — Whole — Source — Rank: 2,20M

Experience the luxury of Cedar Barrel Saunas by The Muskoka Sauna Co. Made from premium Canadian cedar, our saunas blend elegance, serenity, and ultimate ...  
 \$6,899 to \$10,999

google.ca/search?q=Outdoor+Sauna+Shower&sa\_escv=1923549eed9fda7f8&sa\_upv=1&hl=en&gl=CA&ei=HdFsZuLDMoTgpe

Outdoor Sauna Shower

Keyword difficulty: 47.80% (for google.ca database) — View full report for this keyword

The Muskoka Sauna Co.  
<https://themuskokasaunaco.com> · products · premi...

### 1. Premium Outdoor Sauna Shower

AS: 0 — Video: 0 — Pages/Visit: 0 — Avg. Visit: 0 — Source rate: 0  
 Get domain authority, visits and engagement data with a free Semrush account. Connect

L: 0 — LD: 1.26K — I: 52 — Whole — Source — Rank: 2,20M

Our Premium Outdoor Shower is made from cedar and perfectly pairs with any of our sauna models. Dimensions: 44" x 44" x 80"  
 \*Hardware not included  
 \$1,099.00 · In stock

google.ca/search?q=Barrel+Sauna+With+Bubble+Window&sa\_escv=1923549eed9fda7f8&sa\_upv=1&hl=en&gl=CA&ei=HdFsZuLDMoTgpe

Barrel Sauna With Bubble Window

Keyword difficulty: 47.80% (for google.ca database) — View full report for this keyword

Free by 09-19  
 5.0 ★★★★★ (31)

The Muskoka Sauna Co.  
<https://themuskokasaunaco.com> · products · 360 panor...

### 1. Full Panoramic Bubble Window

AS: 0 — Video: 0 — Pages/Visit: 0 — Avg. Visit: 0 — Source rate: 0  
 Get domain authority, visits and engagement data with a free Semrush account. Connect

L: 0 — LD: 1.26K — I: 52 — Whole — Source — Rank: 2,20M

Transform your sauna experience with our Full Panoramic Bubble Window and Panoramic Windows. Enjoy immersive, relaxing views in a luxurious, serene setting.  
 \$3,249.00 · In stock

google.ca/search?q=Luna+Sauna&sa\_escv=1923549eed9fda7f8&sa\_upv=1&hl=en&gl=CA&ei=HdFsZuLDMoTgpe

Luna Sauna

Keyword difficulty: 47.80% (for google.ca database) — View full report for this keyword

All Images Shopping Videos Maps News Books More Tools

Reviews Price Open now Dimensions With Porch Top rated On sale Wheelchair

The Muskoka Sauna Co.  
<https://themuskokasaunaco.com>

### 1. Cedar Luna Saunas

AS: 0 — Video: 0 — Pages/Visit: 0 — Avg. Visit: 0 — Source rate: 0  
 Get domain authority, visits and engagement data with a free Semrush account. Connect

L: 0 — LD: 1.26K — I: 52 — Whole — Source — Rank: 2,20M

The Luna Sauna is a modern and unique outdoor cedar sauna that is perfect for your home or cottage. It features gently rounded corners for added appeal and ...  
 \$12,956.00 · In stock



# Search Engine Results Page Top 5 Keywords

# Results and Analysis

The analysis of The Muskoka Sauna Co. project revealed substantial growth in website traffic and user engagement over four months. Targeted digital marketing and enhanced SEO strategies significantly boosted visibility, leading to increased brand recognition and customer acquisition.



**6.42K**

## Increased Visibility

Total clicks rose from 4.36K to 6.42K, and impressions jumped from 159K to 201K, reflecting a significant boost in search visibility.



**241K**

## Google Analytics Users

Rose from 111K in May to 241K by the end of August, an increase of 117%.

# Final Report

## Organic Traffic Growth:

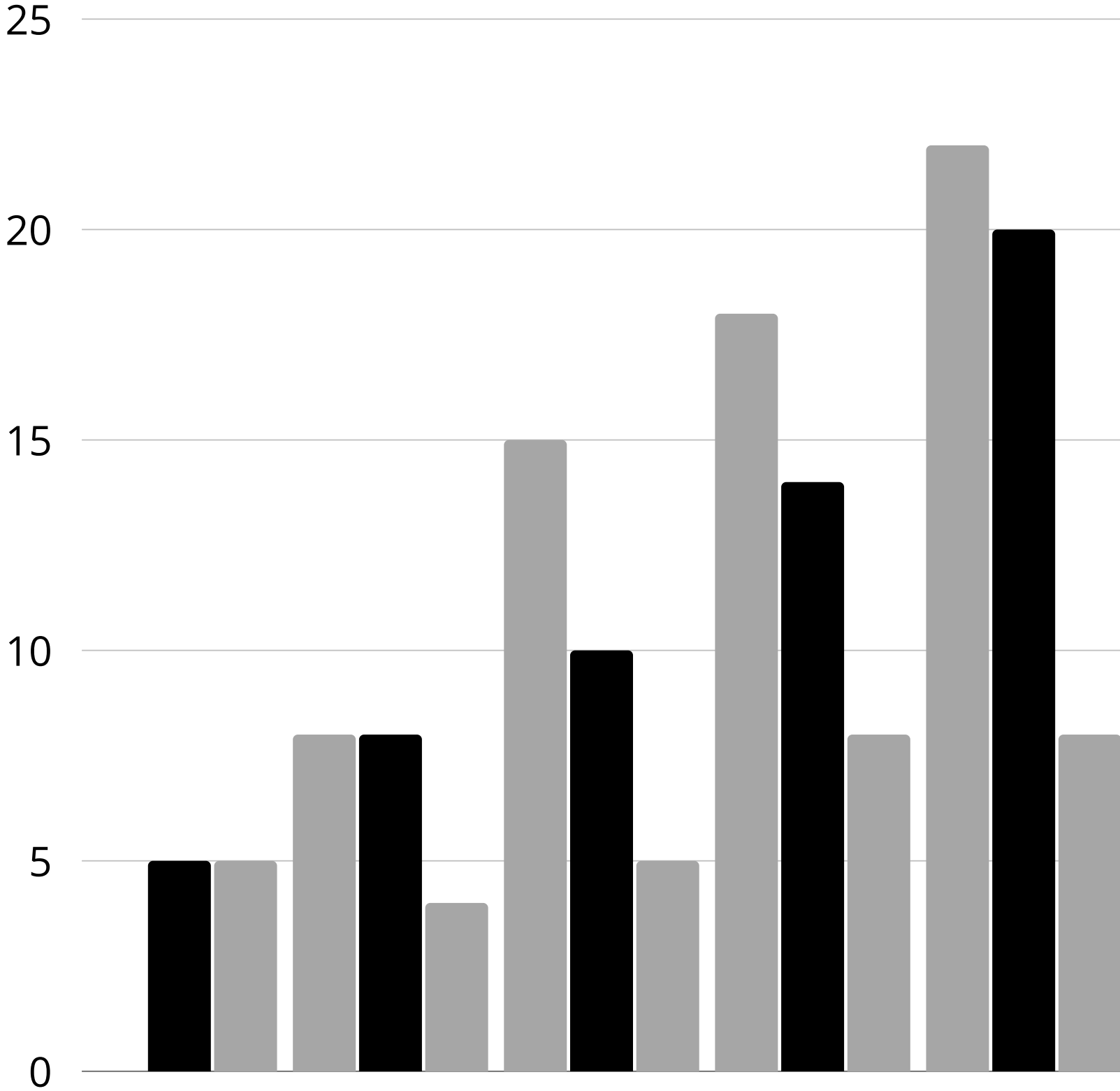
Organic traffic grew from 1.7K to 4.3K visitors, demonstrating the effectiveness of the implemented strategies in attracting relevant visitors from search engines.

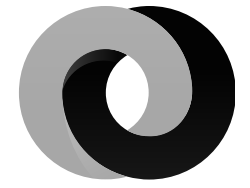
## Enhanced Backlink Profile:

Backlinks almost doubled to 1.3K, demonstrating the success of off-page efforts like profile creation, blog commenting, and article submissions.

## Domain and Page Authority:

Domain Authority (DA) increased from 6 to 14, and Page Authority (PA) rose from 20 to 23, indicating successful SEO efforts.





Case Study



# THANK YOU

The SEO project for The Muskoka Sauna Co. showcased the power of a well-executed SEO strategy, leveraging both on-page and off-page efforts to drive tangible improvements in organic traffic, search engine visibility, and authority.