

Case Study # 2

Client: www.wappapaddleboards.com

Industry: Water Sports, Seasonal

Time dedicated to SEO: 1 hour per week

Layne Pennel is a MarketGoo power user who uses the tool to optimise his site [Wappa Paddle Boards](http://www.wappapaddleboards.com). They are low cost, eco-friendly stand-up paddle boards that are high quality.

The site is built on Weebly's platform, and also functions as an online shop where you can directly buy paddle boards. Layne began using the MarketGoo Service when his site was still very young and had a lot of technical SEO to fix. He initially dedicated a total of about 120 hours fixing all his sites issues with recommendations from the service and his hard work paid off when he began to see his keyword rankings and Alexa positioning start to climb.

So how did he use MarketGoo Service to reach his website goals? Layne in his own words:

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Technical suggestions have been the most helpful. I knew some SEO prior to joining MarketGoo Service, but I have learned a lot from it too.

Most of all, I like the reporting tools. Keyword ranking on search engines, links, competitor comparison etc.

He evaluated other tools prior to using MarketGoo Service and maintains that he is getting very good value for the price.

Check out a recap of exactly how the MarketGoo Service helped www.wappapaddleboards.com below:

1. Challenges they were facing

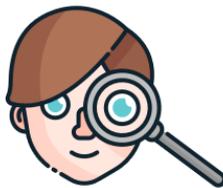
- Increasing visibility in a competitive niche
- Finding a budget friendly SEO tool
- Understanding more about technical SEO

2. How MarketGoo enabled success



- Identification and instructions for fixing technical site errors
- Explanation of SEO concepts
- Personalized customer support
- Measurable progress

3. The SEO results obtained



Before: 2 keywords in top 20 positions

After: 3 keywords in top 20 positions

Before: 0 keywords on top 10 results

After: main keyword on top 10 results



Before: 1 keyword in top 50 results

After: 14 keywords in top 50 results

Before: New

After: 357 ranked keywords

4. Time & Resources Saved



- Wappa Paddle Boards' homepage has 8 keywords in their top 100 results.
- It costs around **\$4.00** for each visitor's click on an ad triggered by their main keywords
 - By optimising their site organically, this is the amount they're saving per click.

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I believe that I am getting very good value for my money.

- Layne Pennel, Wappa Paddle Boards

