



CASE STUDY: BUSINESSCREDITMAGIC.COM



CLIENT SUMMARY:

BusinessCreditMagic.com has been in operation since 2008 and offers Business Credit Building Services and Corporations.

BEFORE HAPPYRANKINGS.COM:

BusinessCreditMagic.com had previously been spending an average of \$5,000 per Month on Google AdWords (Pay-Per-Click) with acceptable results, but the average Cost-Per-Click for their Most Important Keywords started rising from an average of \$3.50 to well over \$10, making the Adwords Campaign increasingly more expensive and less profitable.

Further, because these Most Important Keywords were worth, according to Google's Traffic Estimator, \$7,000 per DAY (\$210,000 per Month) in order to consistently rank in the Top 3 Sponsored Search Results, BusinessCreditMagic.com, with its \$5,000 Monthly Adwords Budget, was only reaching around 2.4% of the possible Unique Visitors that a Top3 Rankings for such Keywords could achieve.

Because BusinessCreditMagic.com did not Rank well for the majority of its Most Important Keywords, it was completely dependent on the Pay-Per-Click Marketing Campaigns and had no option but to hand-over the majority of its Profit Margins to Google Adwords just so it could stay in Business.



CASE STUDY: BUSINESSCREDITMAGIC.COM (Continued)

2 MONTHS AFTER HAPPYRANKINGS.COM:

Below are the Google Traffic Estimator Results for BusinessCreditMagic.com's Most Important Keywords which HappyRankings.com worked on. These Keywords are Extremely Competitive, MAJOR Keywords that are competing with Dunn & Bradstreet, Entrepreneur.com, Business.com, The Federal Reserve, and other Multi-Billion Dollar Entities with Online Marketing Budgets in the Millions of Dollars.

THE RESULTS SPEAK FOR THEMSELVES. BusinessCreditMagic.com now enjoys the same Search Traffic that costs each Competitor around \$7,000 per DAY, or \$210,000 per Month to achieve. THAT is what Search Engine Optimization can achieve when you hire a Real Expert.

Maximum CPC: 100	Daily budget: 100000	<input type="button" value="Get New Estimates"/>				
Keywords	RANK	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day ▼
Business Credit	1	<div><div></div></div>	\$10.92 - \$13.85	1 - 3	378 - 472	\$4,130 - \$6,540
Corporate Credit	8	<div><div></div></div>	\$7.30 - \$9.12	1 - 3	38 - 48	\$280 - \$440
Shelf Corporations	3	<div><div></div></div>	\$4.56 - \$5.70	1 - 3	3 - 4	\$20 - \$30
Aged Corporations	3	<div><div></div></div>	\$4.03 - \$5.04	1 - 3	1 - 2	\$6 - \$20
Search Network Total			\$10.53 - \$13.34	1 - 3	420 - 525	\$4,430 - \$7,000