



CASE STUDY: EZUNSECURED.COM



CLIENT SUMMARY:

EZUnsecured.com has been in operation since 2007 and offers Unsecured Financing Consulting Services to Business Owners (Business Loans, Lines of Credit and Credit Cards) and Employees (Personal Loans, Lines of Credit, and Credit Cards), ranging from \$10,000 to \$250,000.

BEFORE HAPPYRANKINGS.COM:

EZUnsecured.com had previously been spending an average of \$15,000 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 \$2.25 to well over \$7, making the Adwords Campaign increasingly more expensive and less profitable, putting EZUnsecured.com's entire Business Model at risk since over 50% of New Clients came directly from the Search Engines.

Further, because these Most Important Keywords were worth, according to Google's Traffic Estimator, \$7,740 per DAY (\$232,200 per Month) in order to consistently rank in the Top 3 Sponsored Search Results, EZUnsecured.com, with its \$15,000 Monthly Adwords Budget, was only reaching around 6.5% of the possible Unique Visitors that a Top3 Rankings for such Keywords could achieve.

Because EZUnsecured.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: EZUNSECURED.COM (Continued)

6 MONTHS AFTER HAPPYRANKINGS.COM:

Below are the Google Traffic Estimator Results for EZUnsecured.com's Most Important Keywords which HappyRankings.com worked on. These Keywords are Extremely Competitive, MAJOR Keywords that are competing with SBA.gov, Dunn & Bradstreet, Bank of America, JP Morgan Chase, Capital One, and other Multi-Billion Dollar Companies with Online Marketing Budgets in the Millions of Dollars.

THE RESULTS SPEAK FOR THEMSELVES. EZUnsecured.com now enjoys the same Search Traffic that costs each Competitor around \$7,740 per DAY, or \$232,200 per Month to achieve. THAT is what Search Engine Optimization can achieve when you hire a Real Expert.

Maximum CPC: 100		Daily budget: 100000		Get New Estimates	
Keywords	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day ▼
Search Network Total	RANK	\$5.85 - \$7.31	1 - 3	837 - 1,048	\$4,940 - \$7,740
Business Loans	1	\$6.07 - \$7.58	1 - 3	254 - 317	\$1,550 - \$2,410
Business Loan	2	\$5.48 - \$6.85	1 - 3	255 - 318	\$1,400 - \$2,180
Small Business Loan	4	\$5.57 - \$6.96	1 - 3	101 - 126	\$570 - \$880
Small Business Loans	4	\$6.32 - \$7.90	1 - 3	83 - 103	\$530 - \$820
Business Financing	3	\$4.99 - \$6.24	1 - 3	52 - 67	\$270 - \$420
Business Credit Line	1	\$7.20 - \$9.00	1 - 3	32 - 40	\$240 - \$370
Business Line of Credit	1	\$7.12 - \$8.90	1 - 3	29 - 36	\$210 - \$330
Unsecured Business Loans	2	\$6.69 - \$8.36	1 - 3	7 - 9	\$50 - \$80
Business Credit Lines	1	\$8.69 - \$10.86	1 - 3	5 - 7	\$50 - \$80
Business Lines of Credit	1	\$8.47 - \$10.59	1 - 3	4 - 5	\$40 - \$60
Unsecured Business Loan	1	\$6.16 - \$7.70	1 - 3	5 - 7	\$40 - \$60
Unsecured Line of Credit	1	\$5.74 - \$7.18	1 - 3	5 - 7	\$30 - \$50
Unsecured Business Line of Credit	1	\$5.97 - \$7.46	1 - 3	2 - 3	\$20 - \$30
Unsecured Lines of Credit	1	\$6.95 - \$8.69	1 - 3	2	\$20
Unsecured Business Lines of Credit	1	\$8.21 - \$10.27	1 - 3	1	\$6 - \$20
Unsecured Financing	1	\$5.63 - \$7.04	1 - 3	0	\$2 - \$4
unsecured business financing	1		Not enough data to give estimates. ?		
Unsecured Personal Financing	1		Not enough data to give estimates. ?		
Search Network Total		\$5.85 - \$7.31	1 - 3	837 - 1,048	\$4,940 - \$7,740