



A Joy To Party!

How Egnite Marketing Helped Dallas Balloons Company?

THE PROBLEM

Organic Presence

The biggest problem was competing with organic positioning on competitive keywords like - Balloons Dallas, Balloons Bedford and rest 100's of keywords were not on Page 1 of Google USA .

USA GMB Listing

Having more than 100 Best Dallas Balloon Company, Ajoytoparty.com want to get visible on TOP 3 on Google My Business(GMB). Manage the GMB listing efficiently ranging from reviews, replies, postings, listing optimization and other related activities.

Quality Traffic

Traffic & in-fact quality traffic was the 2nd major problem when we took over the work. Bounce rates, New User, Page Speed, Avg. session duration are the other associated areas where they want to improve the website.

CHALLENGES DEEP-DIVE

Challenge 1

Not SEO Friendly Website

- Website Navigation
- Non optimized content
- Services lacking optimized tags

Challenge 2

Mobile & Desktop URLs

The challenge was to fix canonical issues & indexing of mobile & desktop URLs as it has 2 different URLs when viewed on mobile & desktop

Challenge 3

Backlinks

The backlinks was a major challenge which we had to focus and improve the organic reputation with respect to links types - Do-follow vs No-follow, Domain Authority, Page Authority etc..



Our SOLUTIONS

- Resolved all SEO technical aspects starting with content optimization, SEO Tags, Title Meta, Page Speed with series of SEO auditing
- Created HIGH quality & niche backlinks to gain the organic positions
- Resolved mobile indexing by fixing canonical issue & XML sitemap structure. Identified issues using Google Search Console

Organic Keywords ⁱ [How to use](#)

Position ▾

Volume ▾

KD ▾


CPC ▾


Traffic ▾


Word count ▾


SERP features ▾

Include

 591

 7

 6

 4

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Keyword		Volume ⁱ	KD ⁱ	CPC ⁱ	Traffic ⁱ	Position ↓ ⁱ
balloon delivery frisco, tx	2	30	1	—	11	1 ↑ 1
party decoration services near me	3	300	18	—	37	1
balloon delivery denton, tx	2	30	0	—	4.4	2
balloon delivery denton tx	3	20	2	—	2.2	3
balloon company dallas	9	40	32	1.50	3.5	4
balloon delivery plano, tx	2	30	0	—	2.8	4 ↑ 1
balloons plano	3	10	2	0.90	1.2	4
balloon decorations dallas	3	80	10	1.40	0.15	5 ↑ 2
balloon decorations dallas	3	80	10	1.40	5	5 ↑ 2
balloon delivery plano tx	2	20	1	2.50	2.2	5
balloon decorations dallas	3	80	10	1.40	0.15	5 ↑ 2
balloon decorations dallas	3	80	10	1.40	0.15	5 ↑ 2
balloon decorators in dallas tx	4	20	10	1.10	1.8	5
balloon decorations dallas	3	80	10	1.40	0.15	5 ↑ 2
balloons plano tx	2	10	1	1.60	1.1	5
balloon decorations in dallas tx	2	20	24	1.10	1.4	6 ↑ 8
party balloons dallas	2	20	23	1.40	0.02	6

100+ Keywords on RANK

Source: Ahrefs.com

244.48% MOBILE Traffic GROWTH

Source: Google Analytics

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	241.20% ↑ 7,387 vs 2,165	244.06% ↑ 7,442 vs 2,163	256.79% ↑ 9,091 vs 2,548
1. mobile			
Sep 1, 2021 - Aug 30, 2022	4,279 (57.43%)	4,275 (57.44%)	5,137 (56.51%)
Sep 2, 2020 - Aug 31, 2021	1,242 (57.37%)	1,241 (57.37%)	1,459 (57.26%)
% Change	244.52%	244.48%	252.09%
2. desktop			
Sep 1, 2021 - Aug 30, 2022	3,118 (41.85%)	3,113 (41.83%)	3,888 (42.77%)
Sep 2, 2020 - Aug 31, 2021	904 (41.76%)	903 (41.75%)	1,065 (41.80%)
% Change	244.91%	244.74%	265.07%

244.17% TRAFFIC GROWTH

Source: Google Analytics

