



**SWIXONE**  
TOP ONLINE PRESENCE

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# Case Study #1

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# Definitions

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Online Branding and Positioning: Massive exposure to as many online persons as possible.

**Measured as:**

Number of visits to website, facebook fan pages, youtube channels and other online presence properties.

Online Authority: Authority and Trust in the niche or market that the client wants to achieve an online position.

**Measured as:**

Search Engine Ranking Positions. Search queries and terms that result in the website showing in the first page of google.

Financials: Focus on increasing sales, potential clients and leads.

**Measured as:**

Targeting of very specific search terms that potential clients search for to find a product or a service.

Contact Information from Potential Clients and Leads.

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# Client Profile

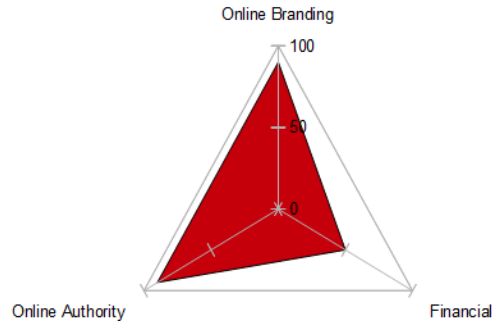
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Return on Investment: > 200% ( for every 1usd\$ returns 2usd\$)

Working with client since: 2007

Strong campaign for Online Branding and Online Authority for long term results.

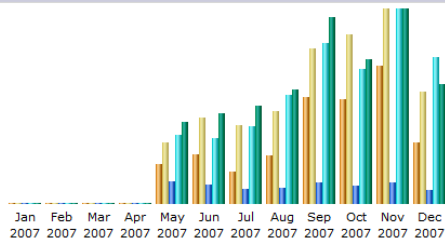
Financials a by product of a successful Brand Authority.



# Online Branding Results

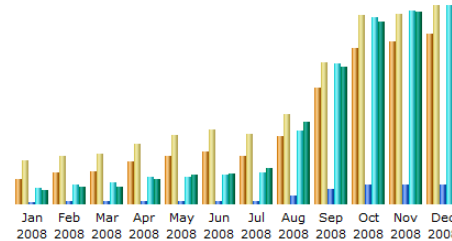
## Website Traffic Growth

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2007	0	0	0	0	0
Feb 2007	0	0	0	0	0
Mar 2007	0	0	0	0	0
Apr 2007	0	0	0	0	0
May 2007	2,023	3,142	19,899	61,623	437.85 MB
Jun 2007	2,523	4,445	16,769	59,185	484.01 MB
Jul 2007	1,663	4,047	12,667	69,176	523.46 MB
Aug 2007	2,461	4,798	14,069	97,912	608.60 MB
Sep 2007	5,490	8,047	19,179	144,321	995.12 MB
Oct 2007	5,391	8,754	16,435	120,634	769.95 MB
Nov 2007	7,125	10,059	19,298	174,942	1.01 GB
Dec 2007	3,139	5,773	12,421	131,941	640.14 MB
<b>Total</b>	<b>29,815</b>	<b>49,065</b>	<b>130,737</b>	<b>859,734</b>	<b>5.37 GB</b>

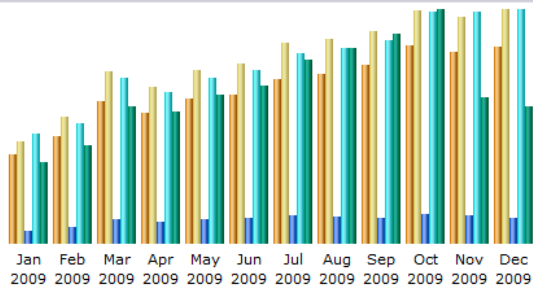
Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	4,065	7,042	16,594	176,527	917.46 MB
Feb 2008	5,035	7,762	27,219	211,361	1.11 GB
Mar 2008	5,312	7,980	30,728	230,535	1.15 GB
Apr 2008	6,773	9,624	27,320	284,583	1.64 GB
May 2008	7,658	11,120	26,245	295,345	1.92 GB
Jun 2008	8,488	11,948	25,980	312,260	1.95 GB
Jul 2008	7,709	11,184	30,941	333,302	2.31 GB
Aug 2008	10,831	14,412	92,341	790,450	5.38 GB
Sep 2008	18,655	22,840	165,512	1,502,748	8.97 GB
Oct 2008	25,151	30,466	204,958	2,007,521	11.95 GB
Nov 2008	26,077	30,624	210,120	2,080,461	12.59 GB
Dec 2008	27,379	31,911	212,216	2,129,429	12.97 GB
<b>Total</b>	<b>153,133</b>	<b>196,913</b>	<b>1,070,174</b>	<b>10,354,522</b>	<b>62.83 GB</b>

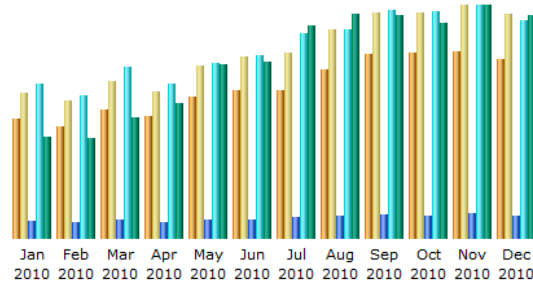
# Online Branding Results

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2009	24,796	28,588	212,055	1,822,414	11.86 GB
Feb 2009	29,852	35,414	271,597	1,984,185	14.30 GB
Mar 2009	39,774	48,156	405,314	2,744,807	19.94 GB
Apr 2009	36,469	43,558	349,118	2,497,811	19.12 GB
May 2009	40,226	48,276	392,262	2,732,921	21.69 GB
Jun 2009	41,573	50,021	419,852	2,860,182	22.97 GB
Jul 2009	45,748	55,801	465,434	3,150,628	26.71 GB
Aug 2009	47,197	57,064	436,888	3,243,975	28.41 GB
Sep 2009	49,962	59,062	417,362	3,360,462	30.60 GB
Oct 2009	55,066	65,061	480,381	3,833,409	34.01 GB
Nov 2009	53,456	63,103	458,362	3,835,227	21.21 GB
Dec 2009	54,948	65,205	427,882	3,867,485	19.89 GB
<b>Total</b>	<b>519,067</b>	<b>619,309</b>	<b>4,736,507</b>	<b>35,933,506</b>	<b>270.71 GB</b>

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	56,636	68,509	473,985	4,141,885	21.08 GB
Feb 2010	53,063	64,759	439,651	3,846,620	20.93 GB
Mar 2010	60,872	74,376	518,858	4,607,257	25.26 GB
Apr 2010	57,726	69,187	435,889	4,151,899	28.01 GB
May 2010	66,826	81,370	510,834	4,699,875	36.32 GB
Jun 2010	69,978	85,476	513,937	4,906,509	36.71 GB
Jul 2010	69,891	87,438	572,818	5,509,551	44.29 GB
Aug 2010	79,819	98,384	589,593	5,593,834	46.61 GB
Sep 2010	87,235	106,739	631,815	6,118,862	46.34 GB
Oct 2010	87,519	106,636	611,255	6,070,684	44.93 GB
Nov 2010	88,048	109,869	662,554	6,238,424	48.46 GB
Dec 2010	84,676	105,724	606,618	5,839,356	46.49 GB
<b>Total</b>	<b>862,289</b>	<b>1,058,467</b>	<b>6,567,807</b>	<b>61,724,756</b>	<b>445.43 GB</b>

# Online Branding Results

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About

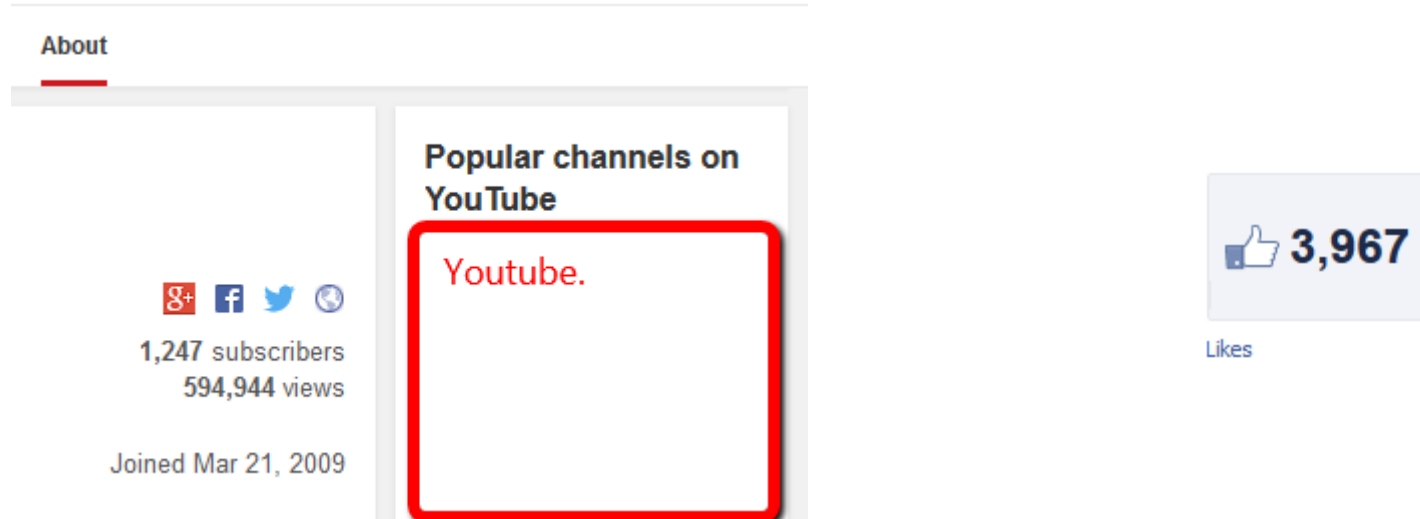
Popular channels on YouTube

Youtube.

1,247 subscribers  
594,944 views

Joined Mar 21, 2009

3,967 Likes



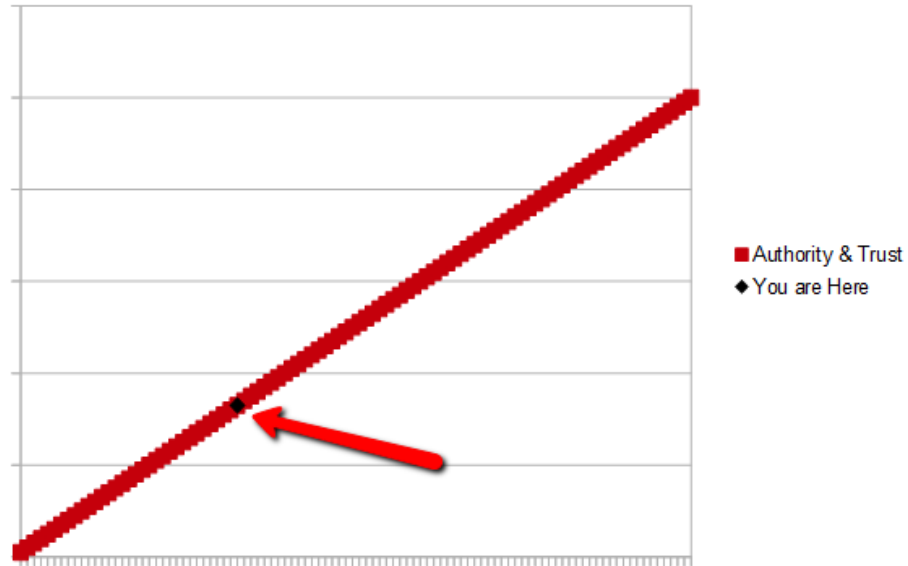
Notes: Youtube and Facebook results are just a byproduct result of a successful focus on SEO.

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# Online Authority Results

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## Proprietary Online Authority Metrics



# Online Authority Results

Download this table Download chart data Basic With change Show 500 rows 1-419 of 419

Page	Impressions	Clicks	CTR	Avg. position
▶ /20	5,047	883	17%	6.1
▶ /20	6,500	493	7%	9.0
▶ /20	1,398	235	17%	6.1
▶ /20	1,417	228	16%	7.3
▶ /20	1,927	197	10%	11
▶ /20	1,227	195	16%	13
▶ /20	1,667	161	10%	11
▶ /10	558	129	23%	9.2
▶ /20	1,492	125	8%	6.7
▶ /20	1,030	97	9%	10
▶ /20	333	92	28%	8.3
▶ /20	281	80	28%	5.6
▶ /20	734	79	11%	11
▶ /20	285	79	28%	5.6
▶ /10	372	78	21%	6.7
▶ he	230	73	32%	4.3
▶ /20	372	70	19%	14
▶ /20	320	68	21%	6.2
▶ /20	309	65	21%	6.0
▶ /20	799	61	8%	17
▶ /20	651	60	9%	22
▶ /20	172	60	35%	8.1
▶ /20	352	54	15%	13
▶ /20	459	41	9%	8.3
▶ /20	98	40	41%	1.7
▶ /ur	179	39	22%	7.2
▶ /20	288	38	14%	14
▶ /20	289	35	12%	5.6

Over 400 different website pages showing on the first 10 positions on google searches.

An authority in more than 14 different topics.

Massive online authority and trust.





# Online Authority Results

Download this table   Download chart data   Basic   With change   Show 500 rows   1-500 of 2,529

Query	Impressions	Clicks ▲	CTR	Avg. position
☆ cc	181	58	32%	3.2
☆ cc	72	37	51%	2.2
☆ im	106	35	33%	3.2
☆ cc	90	34	38%	2.1
☆ cc	322	31	10%	5.7
☆ de	40	29	72%	1.3
☆ cc	68	24	35%	3.8
☆ cc	30	19	63%	1.1
☆ m	389	16	4%	11
☆ cc	20	16	80%	1.1
☆ cc	95	15	16%	5.3
☆ cc	30	14	47%	2.1
☆ cc	21	13	62%	2.7
☆ he	87	11	13%	2.2
☆ cc	43	11	26%	4.7
☆ de	32	11	34%	4.6
☆ cc	54	10	19%	3.6

Website can be found on top google search positions by typing more than 2500 different search terms.

Massive market domination.

# Financial - Results

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Mathematical calculations are estimations based on public information.

**SwixOne** never ask clients for their financial details and is not responsible for any economic results for the ordered online presence campaigns.

Average cost of products and services: 15 usd\$

Average number of visits per month: 80.000

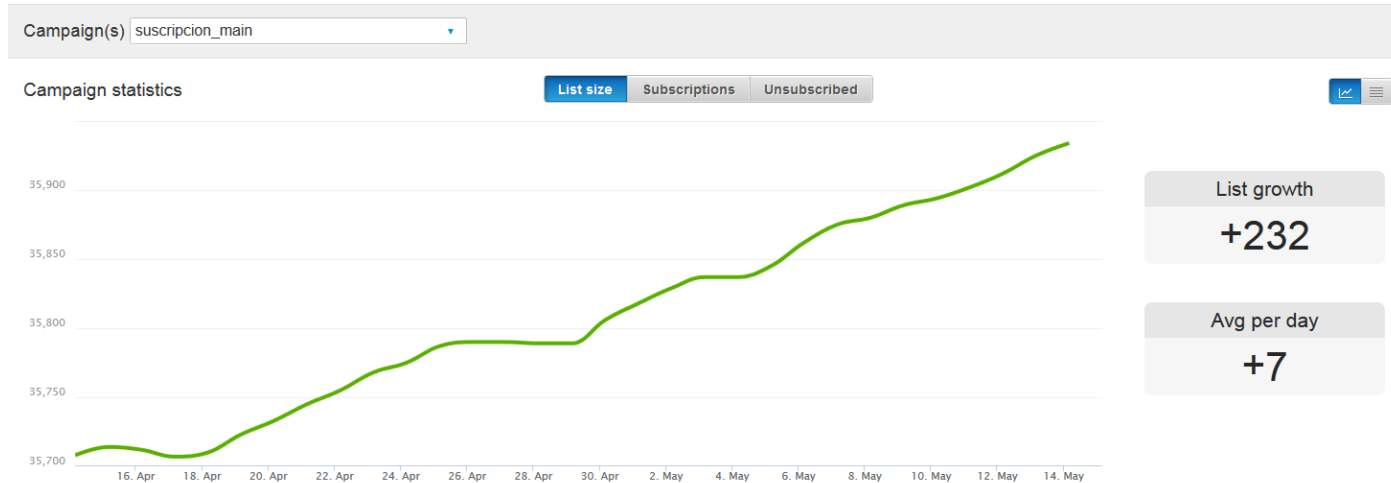
Estimated Conversion Rates: 1%

Estimated Returns per month: 12.000 usd\$

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# Financial - Results

Over 35.000 potential clients or leads acquired in the last 5 years of data.  
Latest average growth around 232 leads per month or around 7-8 per day.  
This translates into massive follow up and trust from potential clients.



# Final Notes

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Do you want a fully customized online presence management solution based on your goals, products, services and needs?

Please [Contact us](#) to make your Online Business move to the T.O.P.



## Disclaimer

Statistics change on a daily basis based on Google Algorithmic changes, client and budget commitments.

Results vary depending on Market Size, online presence campaign budget, rate of website growth and commitment of clients in growing their own online presence together with SwixOne.

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