

www.sexyasiangirls.co.uk

Sexy Asian Girls is an established London Asian escort agency.

“Since RankBaby took over our SEO work, we have seen fantastic improvements in our Google rankings and search engine traffic. They continue to deliver results and the Sexy Asian Girls site and business has benefited hugely as a consequence.”

Fifa Fuchida, Agency Manager.

Project Background

Sexy Asian Girls needed to achieve top Google results for their keywords, but were struggling to do so. As a result, website traffic was much lower than required to generate sufficient customer enquiries to drive escort bookings.

The agency started working with RankBaby in March 2015, with an initial target to make Page 1 in at least one of their priority keywords - “Asian Escorts”, “Asian Escorts in London”, “Korean Escorts” and “Korean Escorts in London” - within 6 months.

It was huge challenge because of the highly competitive nature of the keywords Sexy Asian Girls needed to rank highly for, and also because the agency had a very limited budget.

“Prior to working with RankBaby, we had wasted a considerable amount of money paying an SEO agency who had promised the earth, but delivered very little in terms of Google results for us,” said Sexy Asian Girls manager, Fifa Fuchida. “We were skeptical because of our past experience, but we liked RankBaby’s ‘down-to-earth’ approach, so we gave them a chance.”

Objectives

- Improve positions for keywords and phrases
- Increase organic traffic flow
- Strengthen the website’s link profile
- Increase the number of escort bookings
- Build awareness of the brand
- Improve the ROI of advertising

Solution

RankBaby got to work in pinpointing where the website was underperforming. Simple errors such as missing meta tags and broken links, which can lead to major issues, were soon identified and fixed. The strength of the site was also a major priority, with a significant link building campaign launched to ensure that the site would gain authority within the search engines.

Keywords were also revised to ensure that the Sexy Asian Girls website was gaining rankings for only the most relevant traffic. This helped ensure a better flow of targeted traffic and a more diverse range of rankings with the SERPs.

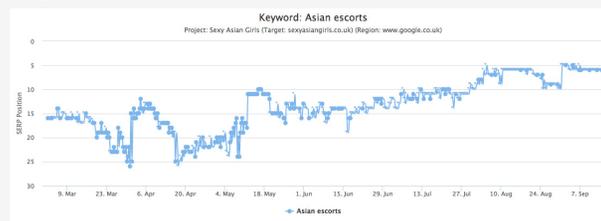
Pages were re-written to display substantial quality content, and to make sure they used words and phrases Sexy Asian Girls hoped they'd be found for. A new news section was added to provide fresh, "hot" topics, which could be turned into direct answers within search results.

Social engagement was also improved so that those respected on escort social networks shared Sexy Asian Girls content, while other digital marketing campaigns, including paid for advertising on porn sites via Traffic Junky and a unique Backpage ad-rotation campaign, ensured web traffic increased.

Results

Within 5 months (March-August) the site was ranking on PAGE 1 of Google for THREE of the four keywords.

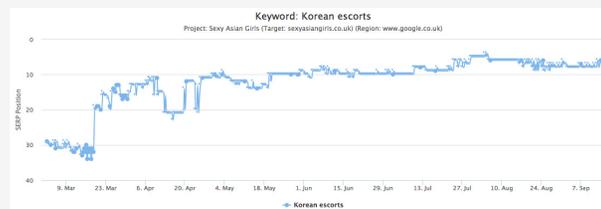
SERP position for the keyword "Asian Escorts" improved from 26 to 6.



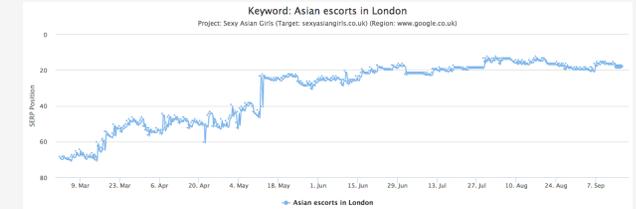
SERP position for the keyword "Korean Escorts in London" improved from 27 to 10.



SERP position for the keyword "Korean Escorts" improved from 32 to 7.



SERP position for the keyword "Asian Escorts In London" improved from 70 to 16.



There was also substantial improvement for other keywords: "Oriental Escorts London" moved from 57 to 15, and "Oriental Escorts in London" from 63 to 14.

- After five months organic traffic was up 200%
- Bounce rate for the site had improved, reducing from 69% to 24%.
- The number of weekly bookings doubled.