Case Study

Paystub Makr

CONTENTS

PAYSTUB MAKR – CASE STUDY

The basic motive behind creating this case study is to prepare a document that will explain the huge success story of the business in terms of **traffic, rankings and organic goal completions.**

But before moving to case study, let's explore more about the project:

➢ Paystub Makr is an online pay stub creator tool where one can create the pay stub easily as per the requirement to provide the proof of their income.

➢ The tool automatically calculates all the applicable taxes in US and provides you the correct check stubs within a fraction of time.

➢ The tool is paid.

➢ The most difficult part to deal while marketing with the same is having the negativity in the market around the fake paystubs.

<u>PROJECT INITIATION:</u>

➤ We took the project in our hands in **June 2017**.

➤ When we started with the project, it was a **brand-new website, yet to be launched** and client wanted us to provide inputs from the very starting including the market research, latest trends and competitor analysis to create a brand that can beat the already exposed similar tools.

➤ Following are the initial stats for the project:

- Initially as the website was new, it had 0 traffic.
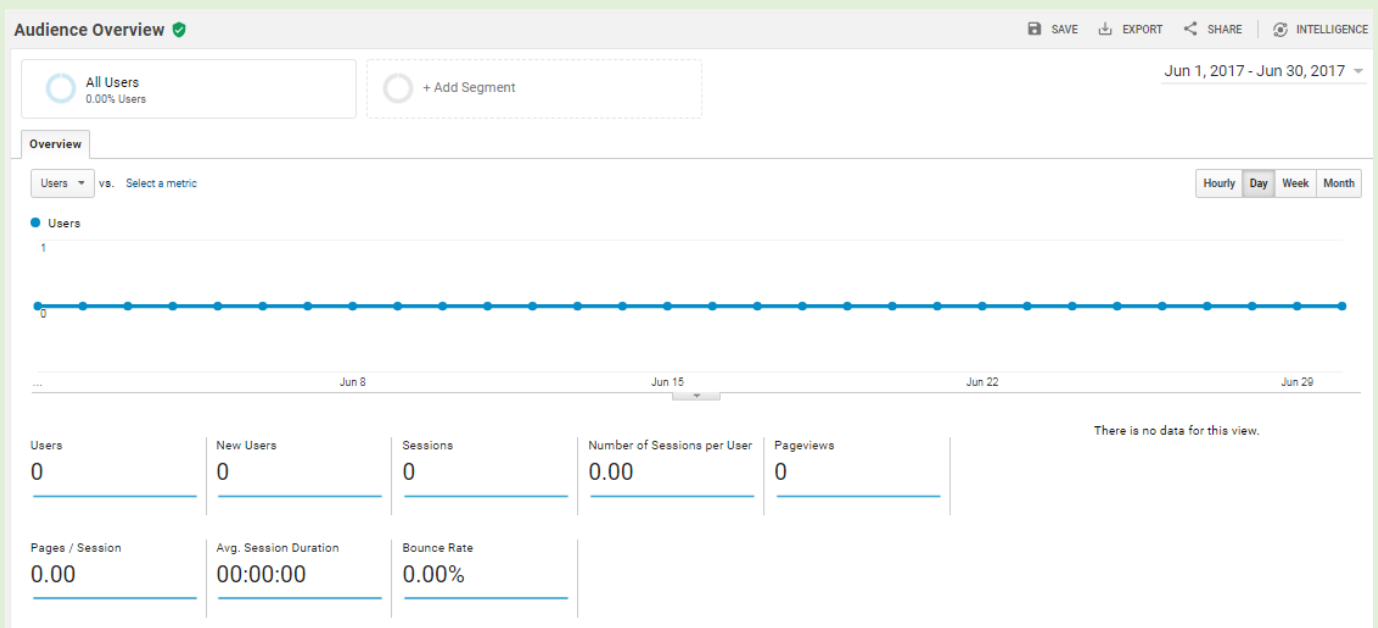
OUR VISION FOR THE PROJECT:

➢ To take the rankings to the first page of Google within 6 months.

➢ To have the relevant traffic on the website.

➢ To generate queries and sales for the business.

MAJOR STRATEGIES UNDERTAKEN FOR THE PROJECT:

➢ **Scholarship Campaigns:** As we have started from void and to beat the competitors, we need to have a strategy that no competitor has been performing. For this, we have chosen the scholarships. We started with scholarship campaigns and created this page on the website: https://paystubmakr.com/scholarship .

This is a huge hit and we are still working on the same. Consider the following few of the links created by us from the strategy:

- o http://www.canberra.edu.au/future-students/scholarships-and-financial-support/external_scholarships
- o https://www.callutheran.edu/financial-aid/scholarships-grants/outside-scholarships.html
- o http://www.bellevue.edu/admissions-tuition/financing-options/outside-scholarships-detail/business-related
- o https://cms.wpunj.edu/financial-aid/External-Scholarships/cotsakos-college-of-business/
- o https://financialaid.calpoly.edu/_finaid/types_aid/scholarships-bulletinboard.htm

As .edu is the most trusted domain and linking to the same can make your domain trustworthy and authenticated to Google.

- ➢ **Content Marketing:** The next big step is to indulge with Content Marketing. We have posted the good articles for the website across the web and following are few of the examples:

  - o https://securetechnologiesllc.net/4-essential-technologies-business-needs-grow/

- https://www.bloglovin.com/@ronfox10/4-ways-to-simplify-your-workflow
- http://profinancetips.com/how-to-create-an-ideal-budget-for-your-business/
- https://www.preneurdigest.com/small-business-finances/
- http://thefunentrepreneur.com/2017/09/29/how-to-pay-yourself-like-a-boss-when-you-are-a-boss/
- https://realtytimes.com/advicefromtheexpert/item/1021927-make-your-monthly-home-mortgage-repayments-affordable?rtmpage=authentichomebuyer

➤ **Blog Posts:** The other major strategy we followed is to post fresh, unique and informative content in the website on regular basis. This highly helped website to rank in SERPs as we have used **long tail informative keyword** that were answering the queries asked by users and by replying to their questions, potential visitors have been converted into customers as well.

Blog: http://paystubmakr.com/blog

➤ **Profile Creations:** This was the other strategy we followed for the project as listing your business and creating authenticating profiles are great to have backlinks and generate traffic. Following are few of the examples:

- https://issuu.com/ronfox3
- http://beam.biz/profile/259002/Ronfox
- https://www.bloglovin.com/@ronfox10
- https://disqus.com/by/disqus_kCwYVI0C8R/

RESULTS & MILESTONES ACHIEVED

We are happy to announce a **100% improvement** in traffic, rankings and sales for the project. Please consider the following stats for the project:

➢ **SEMrush Graph:** Following is the all time SEMrush graph for the project and the Organic Traffic has been improving since last Sept till now.
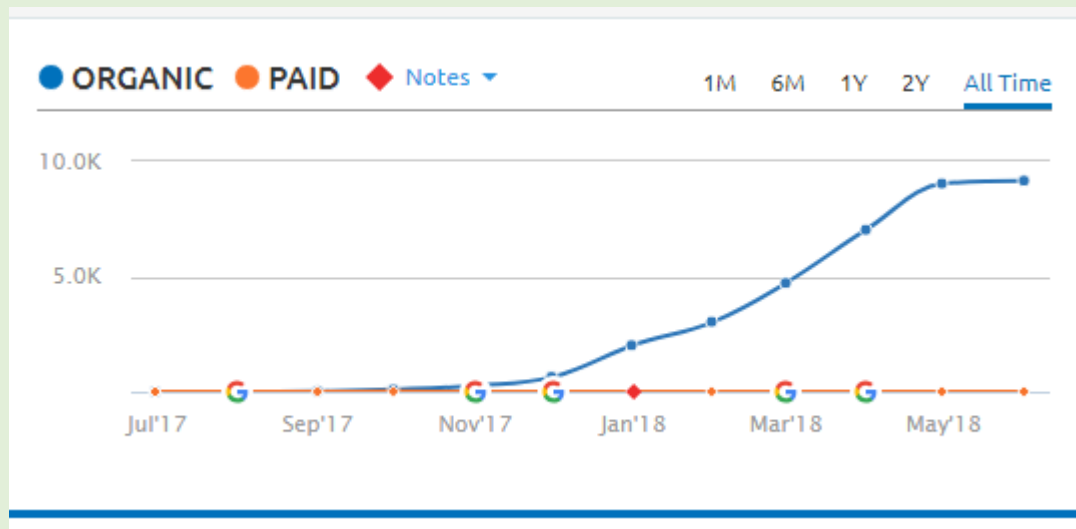
The approximate organic traffic of the website has been raised to **9.2K from 0** since we have started working on the project.

Domain Overview "paystubmakr.com"
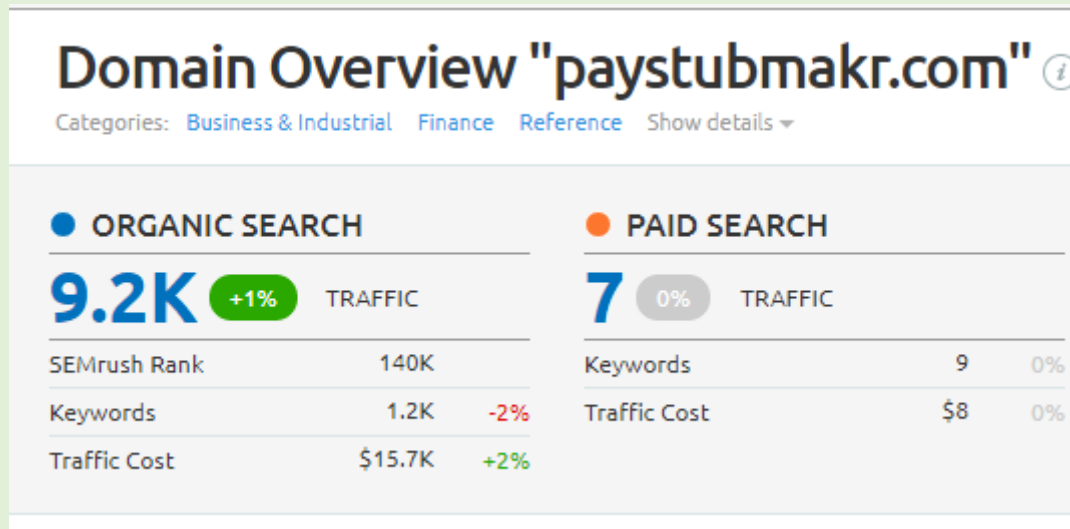
➢ **Keywords:** There are around **1300+ keywords** which are ranking organically for the project and around **300 keywords** are on **1ˢᵗ Page**. Many of the keywords are ranking in **featured snippets**. Please consider the following snapshots:

• Keywords in featured snippets:

  ○ do car dealerships verify income

○ how do banks verify income for auto loan

○ Can I go jail for fake check stubs

➢ **Nov'18:** Consider the following snapshot of Overall Traffic for **Nov'18**
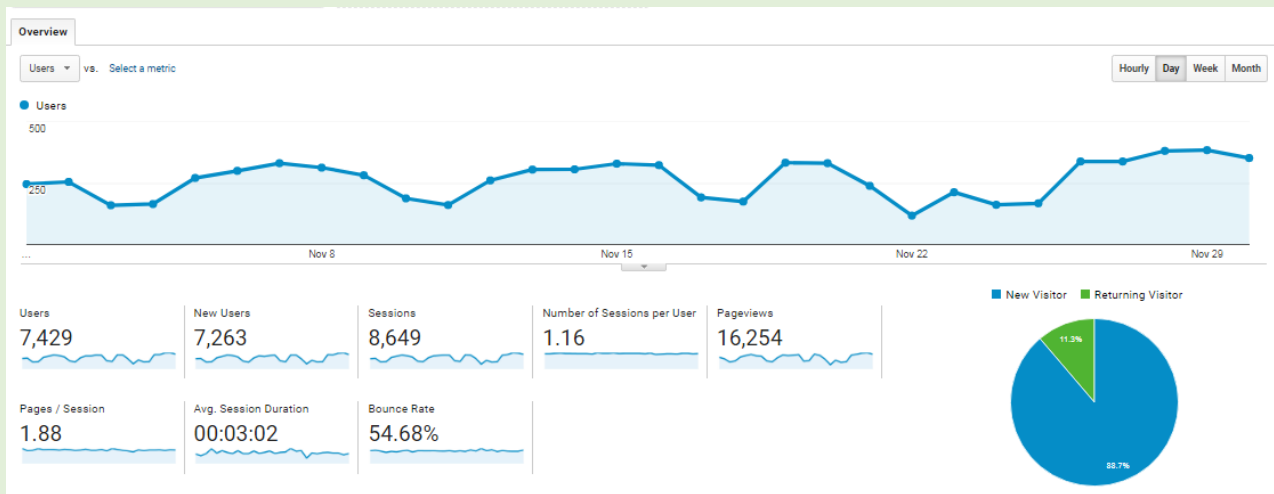
➢ **Last Quarter Traffic:** Following is the traffic scenario of last quarter i.e. for Sept'18 to Nov'18 and major traffic source for the website is **Organic**:

Default Channel Grouping	Acquisition			Behavior			Conversions All Goals ▾	
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	21,788 % of Total: 100.00% (21,788)	21,546 % of Total: 100.08% (21,528)	25,776 % of Total: 100.00% (25,776)	54.68% Avg for View: 54.68% (0.00%)	1.90 Avg for View: 1.90 (0.00%)	00:03:10 Avg for View: 00:03:10 (0.00%)	22.82% Avg for View: 22.82% (0.00%)	5,882 % of Total: 100.00% (5,882)
1. Organic Search	20,199 (92.19%)	19,867 (92.21%)	23,488 (91.12%)	54.86%	1.91	00:03:06	22.66%	5,323 (90.50%)
2. Direct	1,520 (6.94%)	1,501 (6.97%)	1,978 (7.67%)	53.49%	1.75	00:03:58	25.48%	504 (8.57%)
3. Referral	113 (0.52%)	103 (0.48%)	226 (0.88%)	46.46%	2.30	00:03:31	18.14%	41 (0.70%)
4. Social	78 (0.36%)	75 (0.35%)	84 (0.33%)	55.95%	2.46	00:03:11	16.67%	14 (0.24%)

Show rows: 10 ▾ Go to: 1 1

➢ **Traffic Comparison:** Following is the comparison of traffic of last month i.e. May'18 and July'17 (when we have started working on the project)

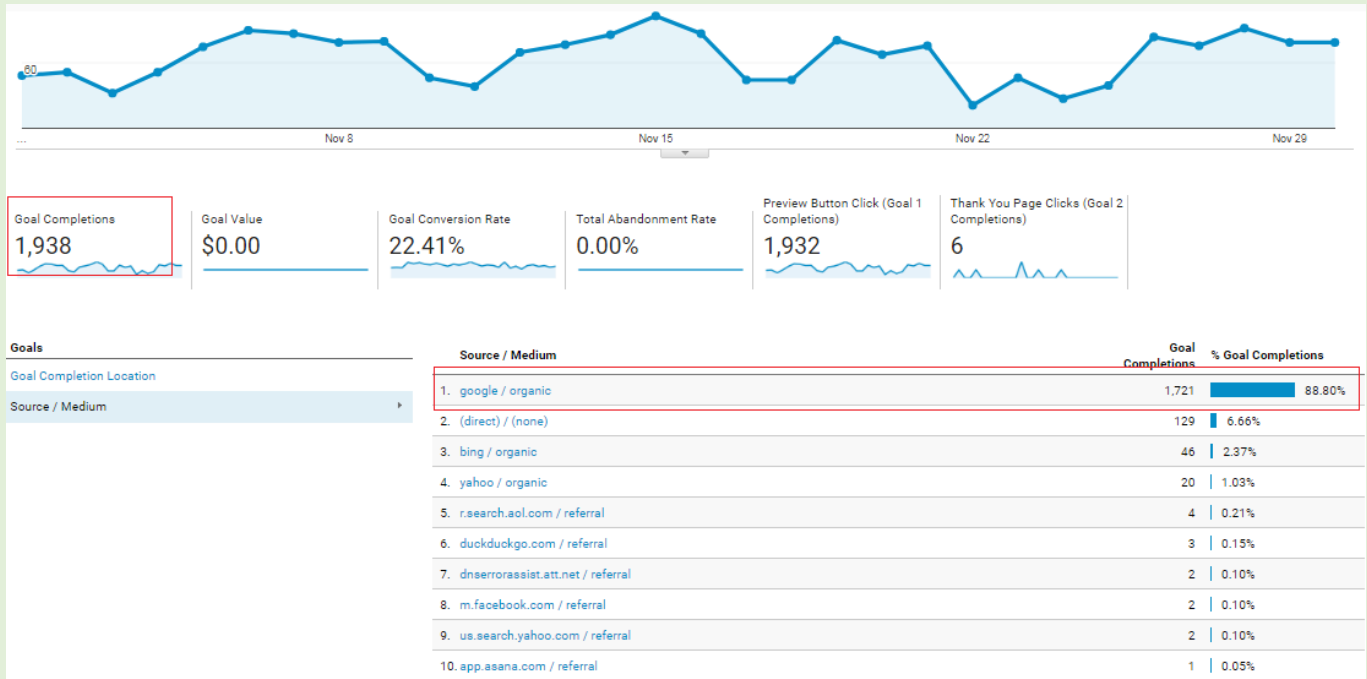| Default Channel Grouping	Acquisition			Behavior			Conversions All Goals ▼	
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	0.00% 0 vs 0	100.00% ▲ 7,269 vs 0	100.00% ▲ 8,649 vs 0	0.00% 0.00% vs 0.00%	0.00% 0.00 vs 0.00	0.00% 00:00:00 vs 00:00:00	0.00% 0.00% vs 0.00%	100.00% ▲ 1,938 vs 0
1. Organic Search								
Nov 1, 2018 - Nov 30, 2018	6,941 (92.87%)	6,757 (92.96%)	7,960 (92.03%)	54.22%	1.89	00:02:59	22.46%	1,788 (92.26%)
Jul 1, 2017 - Jul 30, 2017	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
2. Direct								
Nov 1, 2018 - Nov 30, 2018	460 (6.15%)	444 (6.11%)	579 (6.69%)	61.31%	1.57	00:03:24	22.28%	129 (6.66%)
Jul 1, 2017 - Jul 30, 2017	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
3. Referral								
Nov 1, 2018 - Nov 30, 2018	59 (0.79%)	55 (0.76%)	92 (1.06%)	57.61%	1.89	00:03:26	18.48%	17 (0.88%)
Jul 1, 2017 - Jul 30, 2017	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%

➢ **Goal Completions:** For Paystub Makr, we have applied goals on major 2 conversion steps:

- 1st is on thank you page visit i.e. https://paystubmakr.com/support/contact-thank-you to see how many persons are filling contact us form to contact the business.
- 2nd goal is implemented on Preview Button of https://paystubmakr.com/instant-pay-stub-generator/ page to see how many persons are filling their information and clicking on the preview button.

- In the month of Nov'18, there are total **1,938 goal completions out of which 1,721 are through Google**.

Goal Completions	Goal Value	Goal Conversion Rate	Total Abandonment Rate	Preview Button Click (Goal 1 Completions)	Thank You Page Clicks (Goal 2 Completions)
1,938	$0.00	22.41%	0.00%	1,932	6

Goals

Goal Completion Location

Source / Medium

	Source / Medium	Goal Completions	% Goal Completions
1.	google / organic	1,721	88.80%
2.	(direct) / (none)	129	6.66%
3.	bing / organic	46	2.37%
4.	yahoo / organic	20	1.03%
5.	r.search.aol.com / referral	4	0.21%
6.	duckduckgo.com / referral	3	0.15%
7.	dnserrorassist.att.net / referral	2	0.10%
8.	m.facebook.com / referral	2	0.10%
9.	us.search.yahoo.com / referral	2	0.10%
10.	app.asana.com / referral	1	0.05%

➢ **Vision:** The project is running with us and the next target is to take the website to a level where we can have 15K+ traffic on the website on monthly basis.

14