



SEO KEYWORD RANKING REPORT

 **Bama Buggies Polaris**
May 2014



Bama Buggies Polaris

Search Engine Optimization Overview

May 2014

This monthly SEO report provides updates regarding the current rankings of the keywords which we are targeting with your SEO Campaign.

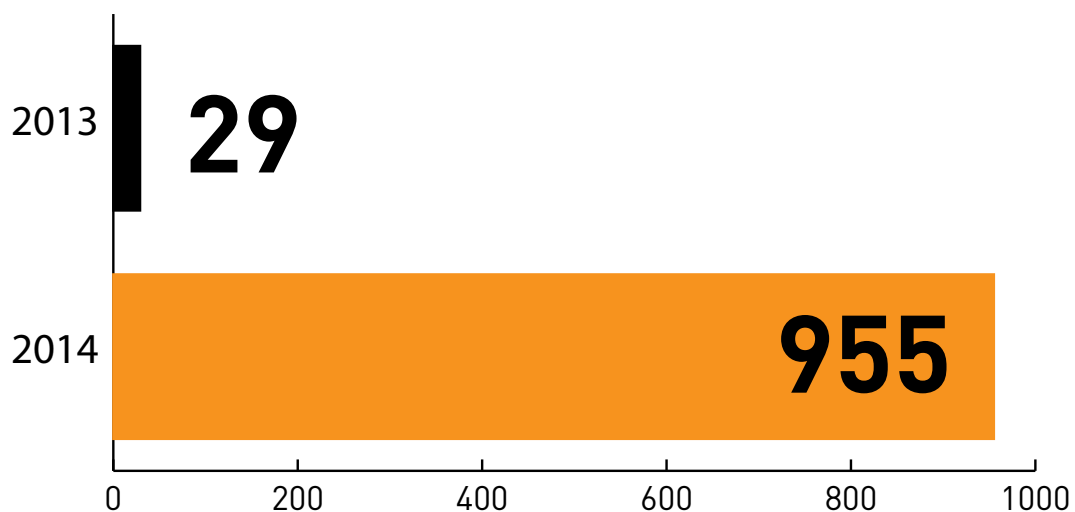
We also provide a breakdown of the on-site and off-site optimization actions that were done on your site this month.

Ranking Updates

Below is a summary of ranking statistics for bamapolaris.com

Total Yearly Leads

Leads have increased substantially by 3193% over the previous year.



Improving keywords

The following list of keywords are improving greatly in Google search results.

Query	Impressions	Change	Clicks ▲	Change
★ bad boy buggies	4,678	↑ 107%	44	↑ 238%
★ bamabuggies	35	↑ 106%	23	↑ 44%
★ bad boy buggy for sale	237	↑ 27%	16	↑ 167%
★ golf carts tuscaloosa al	21	↑ 31%	9	↑ 125%
★ bama buggies tuscaloosa al	9	↑ 50%	6	↑ 200%
★ bad boy buggies prices	151	↑ 35%	5	↑ 400%
★ bad boy buggies for sale used	20	↑ 122%	5	↑ ∞
★ used bad boy buggy for sale	27	↑ 4%	4	↑ 100%
★ golf carts in alabama	25	↑ 178%	3	↑ 200%
★ golf cart dealers in alabama	23	↑ 53%	2	↑ 100%



On-site Off-site SEO

Below is a summary of the most important functions we completed for your search engine optimization both on-site and on 3rd party sites this month.

On-site Actionables Completed

Your meta data was updated with unique titles and descriptions created for primary inner pages.

An article was posted on your website about the 2014 Polaris Scrambler XP 1000 EPS

<http://www.bamapolaris.com/--2014-Polaris-Scrambler-XP-1000-EPS>

Off-site Actionables Completed

A pinterest link was posted

<http://www.pinterest.com/pin/551057704378484675/>

A video was posted on your YouTube channel about the 2014 Polaris RZR XP 1000 ESP

<https://www.youtube.com/watch?v=ORszcc90-6U>

A review was left on Google Plus

<https://plus.google.com/110240733412733328993>



Search Ranking Report

As Google indexes the new changes that we make to your site every month your rankings will fluctuate. This is Google crawling your newly optimized pages for updated content and keywords.

When Google indexes the updates to your site it is trying to determine how relevant your new content is in the search results and what page it should rank on. This process can take 4-6 weeks because Google needs to gather data on how your new content performs when searchers visit your website.

HOW IT WORKS

The larger blue numbers are where that specific keyword is ranking in Google, Yahoo and Bing.

There are 10 spots on every page of Google, if you see numbers 1 - 10 in the columns you are on the first page and ranking in the position the number indicates for that specific keyword.

(+) Your rankings improved in the search results when you see a plus sign by your keyword rankings.



Keyword	Google	Yahoo	Bing
buggies for sale tuscaloosa al	1 ⁰	1 ⁰	1 ⁰
buggies for sale birmingham al	1 ⁰	4 ⁺¹	4 ⁰
buggies dealer tuscaloosa al	1 ⁰	1 ⁰	1 ⁰
buggies dealer birmingham al	1 ⁰	1 ⁰	- ⁰
buggies birmingham al	1 ⁰	5 ⁻¹	- ⁰
e-z-go dealer tuscaloosa al	1 ⁰	3 ⁰	3 ⁰
bad boy for sale tuscaloosa al	1 ⁰	2 ⁰	2 ⁰
bad boy for sale birmingham al	1 ⁰	2 ⁰	- ⁰
bad boy birmingham al	1 ⁰	6 ⁻³	5 ⁰
bad boy dealer birmingham al	1 ⁰	1 ⁰	14 ⁰
bad boy dealer tuscaloosa al	1 ⁰	2 ⁰	2 ⁰
golf cart for sale tuscaloosa al	2 ⁰	7 ⁻²	3 ⁰
polaris for sale tuscaloosa al	2 ⁰	13 ⁰	6 ⁰
e-z-go for sale tuscaloosa al	2 ⁰	3 ⁰	2 ⁰
golf cart dealer tuscaloosa al	2 ⁰	2 ⁰	3 ⁰
polaris dealer tuscaloosa al	2 ⁰	13 ⁻¹	9 ⁰



Keyword	Google	Yahoo	Bing
polaris ranger dealer tuscaloosa al	2 ⁰	-66	48 ⁰
utv dealer tuscaloosa al	3 ⁰	15 ⁰	7 ⁰
atv dealer tuscaloosa al	3 ⁰	20 ⁺¹⁰	27 ⁰
e-z-go birmingham al	4 ⁰	14 ⁻²	- ⁰
atv for sale tuscaloosa al	4 ⁰	15 ⁻¹	- ⁰
e-z-go dealer birmingham al	5 ⁰	9 ⁻¹	- ⁰
utv for sale tuscaloosa al	5 ⁰	4 ⁺²	5 ⁰
buggies dealer hamilton al	5 ⁺⁹⁶	4 ⁻²	- ⁰
e-z-go for sale birmingham al	5 ⁻¹	7 ⁺²	14 ⁰
polaris birmingham al	9 ⁰	73 ⁻⁵	- ⁰
golf cart dealer birmingham al	9 ⁰	14 ⁰	- ⁰
golf cart birmingham al	12 ⁰	47 ⁻¹³	45 ⁰
golf cart for sale birmingham al	13 ⁻¹	37 ⁻¹	- ⁰
polaris for sale birmingham al	13 ⁻¹	42 ⁺²	- ⁰
atv birmingham al	15 ⁰	-6	- ⁰
polaris dealer birmingham al	15 ⁻²	-72	29 ⁰

