



SEO KEYWORD RANKING REPORT

 **RV WORLD OF GEORGIA**
May 2014



RV World of Georgia

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.

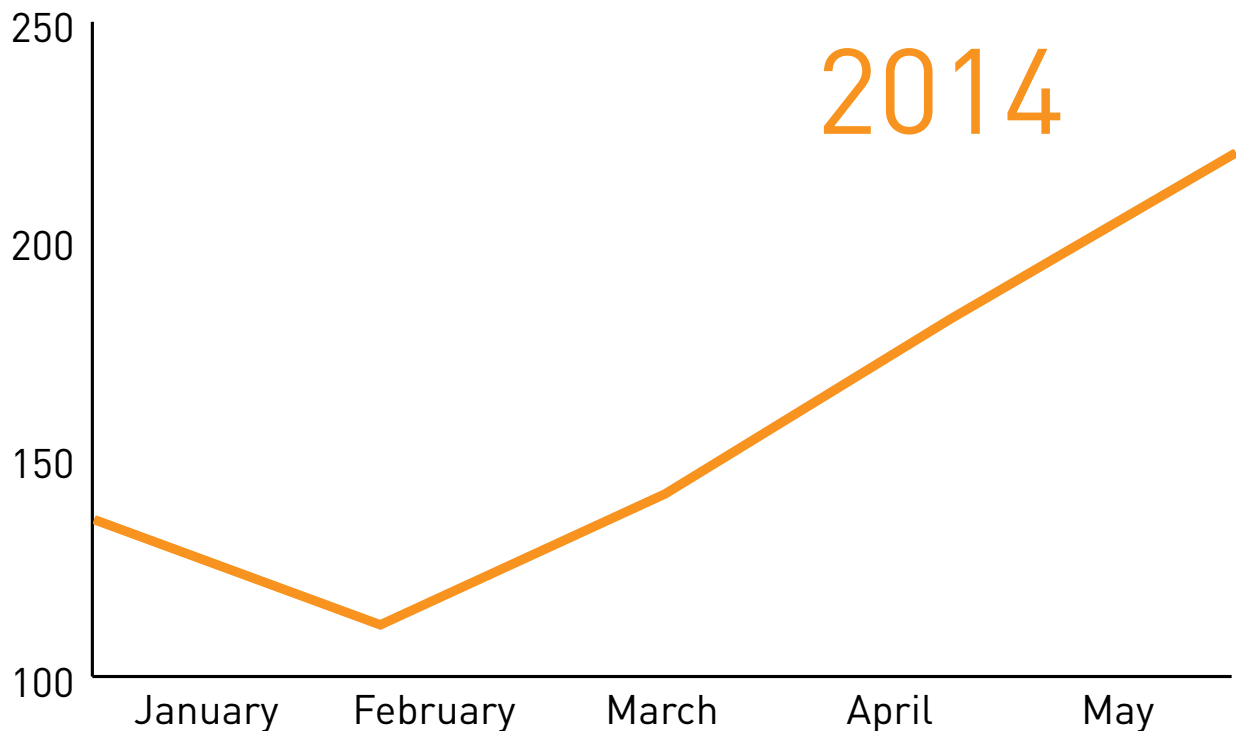
We also provide a breakdown of the on-site and off-site optimization actions that were done on your site this month.

Ranking Updates

Below is a summary of ranking statistics for rvworldofgeorgia.com

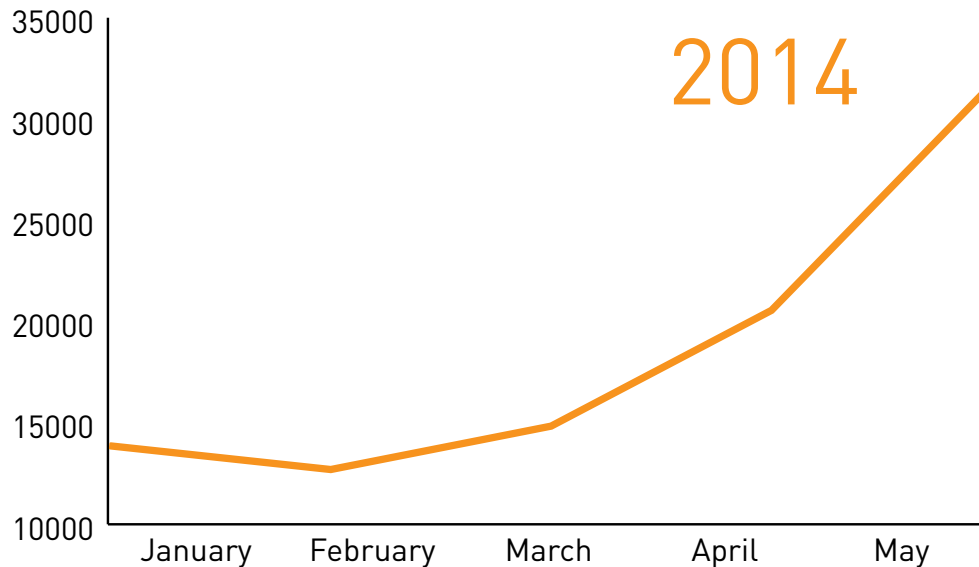
Monthly Leads

Leads have increased substantially by 17% over the previous month.



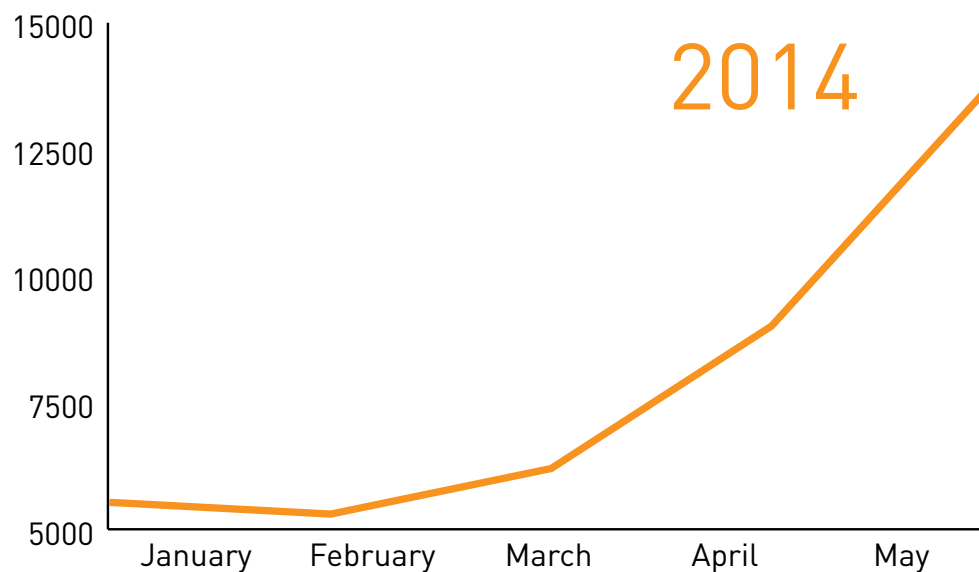
Visits

New visitors to your website from Google searches have risen significantly by 35% over the previous month.



Returning Visits

Returning visitors have increased by 34% over the previous month. This rise in traffic is associated with increased rankings of your website for the keywords that are being optimized.



Improving keywords

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

Query	Impressions	Change	Clicks ▲	Change
★ rv world of ga	871	↑ 177%	594	↑ 162%
★ rv world	3,851	↑ 4%	243	↑ 8%
★ rv for sale	690	↑ 46%	49	↑ 81%
★ rv	1,191	↑ 7%	46	↑ 84%
★ travel trailers for sale in ga	185	↑ 285%	40	↑ 300%
★ rv world ga	41	↑ 5%	35	↑ 25%
★ rv sales atlanta	278	↑ 130%	33	↑ 94%
★ rv georgia	88	↑ 52%	22	



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

- An article was posted on your website about the 2014 Tiffin Motorhome Phaeton 40 QBH
<http://www.rvworldofgeorgia.com/--2014-Tiffin-Motorhome-Phaeton-40-QBH>

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

Off-site Actionables Completed

Ran backlink scan on site. Domain in good status currently.

- A review was left on your dealership on Google Plus
<https://plus.google.com/115548981224792420728>
- A forum post was created on rvforum.com
http://www.rvforum.net/SMF_forum/index.php/topic,40842.new.html#new
- A Pinterest post was created
<http://www.pinterest.com/pin/551057704378485168/>
- A video was posted on your YouTube channel about your Memorial Day Sale
<https://www.youtube.com/watch?v=Yf6kNGO2LbE>
- A review was posted on Superpages about your dealership
<http://www.superpages.com/bp/Buford-GA/RV-World-of-Georgia-L2514412881.htm#BPreviewContainer>
- 2 new reviews were posted on Yellowpages about your dealership
<https://www.yellowpages.com/buford-ga/mip/rv-world-of-georgia-llc-22737889?lid=22737889>



- Five videos were optimized on your YouTube channel

<https://www.youtube.com/watch?v=Yf6kNGO2LbE>

<https://www.youtube.com/watch?v=lDCIpDPMedw>

<https://www.youtube.com/watch?v=A2AQL0mPims>

<https://www.youtube.com/watch?v=E6VpRBZLaxM>

<https://www.youtube.com/watch?v=TV-HjEgGrfE>



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
allegro dealer athens ga	1 ⁰	3 ⁰	1 ⁰
work and play dealer buford ga	1 ⁰	2 ⁺¹	2 ⁰
allegro for sale buford ga	1 ⁰	7 ⁺⁴	4 ⁰
fun finder x dealer buford ga	1 ⁰	2 ⁰	2 ⁰
voltage for sale buford ga	1 ⁰	26 ⁰	49 ⁰
big country dealer buford ga	1 ⁰	3 ⁰	3 ⁰
voltage dealer buford ga	1 ⁰	4 ⁺¹	2 ⁰
viewfinder for sale buford ga	1 ⁰	9 ⁻⁴	5 ⁰
forest river dealer buford ga	1 ⁰	3 ⁰	3 ⁰
viewfinder dealer buford ga	1 ⁰	1 ⁰	1 ⁰
viewfinder dealer athens ga	1 ⁰	2 ⁻¹	1 ⁰
fun finder x for sale athens ga	1 ⁰	28 ⁻¹⁰	— ⁰
travel trailer for sale buford ga	1 ⁰	5 ⁰	4 ⁰
travel trailer dealer buford ga	1 ⁰	4 ⁺¹	4 ⁰
fold down camper for sale buford ga	1 ⁰	3 ⁻¹	2 ⁰
trailer dealer buford ga	1 ⁰	5 ⁺¹	6 ⁰



Keyword	Google	Yahoo	Bing
fold down camper dealer buford ga	1 ⁰	1 ⁰	2 ⁰
toy hauler for sale buford ga	1 ⁰	3 ⁰	3 ⁰
fleetwood rv for sale buford ga	1 ⁰	3 ⁺¹	3 ⁰
tiffin motorhomes for sale buford ga	1 ⁰	-98	2 ⁰
tiffin motorhomes for sale athens ga	1 ⁰	9 ⁻³	9 ⁰
tiffin motorhomes dealer buford ga	1 ⁰	1 ⁰	1 ⁰
class a motorhome dealer buford ga	1 ⁰	1 ⁰	1 ⁰
fuzion dealer athens ga	1 ⁰	2 ⁻¹	1 ⁰
class a motorhome for sale buford ga	1 ⁰	3 ⁰	3 ⁰
fleetwood rv dealer buford ga	1 ⁰	1 ⁰	1 ⁰
class c motorhome dealer buford ga	1 ⁰	2 ⁻¹	1 ⁰
thor dealer buford ga	1 ⁻	1 ⁰	1 ⁰
fuzion dealer buford ga	1 ⁰	2 ⁻¹	2 ⁰
heartland dealer buford ga	1 ⁰	1 ⁰	2 ⁰
coachman dealer buford ga	1 ⁰	1 ⁰	1 ⁰
solitude dealer buford ga	1 ⁰	1 ⁰	1 ⁰



Keyword	Google	Yahoo	Bing
jamboree motor home dealer buford ga	1 ⁰	1 ⁰	1 ⁰
shadow cruiser dealer buford ga	1 ⁰	1 ⁰	1 ⁰
rv georgia	1 ⁰	1 ⁰	2 ⁰
keystone dealer buford ga	1 ⁺¹	2 ⁺⁹⁹	2 ⁰
radiance dealer buford ga	1 ⁰	1 ⁰	1 ⁰
motorhome georgia	1 ⁰	1 ⁰	- ⁰
enterra dealer buford ga	1 ⁰	1 ⁰	1 ⁰
cruiser rv dealer buford ga	1 ⁰	1 ⁰	1 ⁰
kodiak dealer athens ga	1 ⁰	5 ⁺⁹⁶	2 ⁰
dutchmen dealer buford ga	1 ⁺¹	7 ⁰	4 ⁰
motorhome for sale buford ga	1 ⁰	4 ⁻²	2 ⁰
cyclone dealer buford ga	1 ⁰	- ⁻⁹⁹	2 ⁰
motorhome dealer buford ga	1 ⁰	1 ⁰	1 ⁰
kodiak for sale buford ga	1 ⁰	10 ⁰	8 ⁰
fun finder x dealer athens ga	1 ⁰	2 ⁺¹	2 ⁰
kodiak dealer buford ga	1 ⁰	1 ⁰	1 ⁰



Keyword	Google	Yahoo	Bing
enterra dealer athens ga	1 ⁰	1 ⁰	- ⁰
allegro georgia	2 ⁰	25 ⁰	1 ⁰
travel trailer georgia	2 ⁺¹	14 ⁻¹	2 ⁰
trailer for sale buford ga	2 ⁰	65 ⁻⁴⁶	19 ⁰
cruiser rv dealer athens ga	2 ⁰	1 ⁰	1 ⁰
fifth wheel dealer buford ga	2 ⁰	4 ⁻¹	4 ⁰
radiance for sale buford ga	2 ⁰	9 ⁺⁹²	10 ⁰
cruiser rv for sale athens ga	2 ⁰	4 ⁺⁴	- ⁰
heartland dealer athens ga	2 ⁰	4 ⁰	4 ⁰
dutchmen for sale buford ga	3 ⁻¹	36 ⁻²⁴	78 ⁰
enterra for sale buford ga	3 ⁻¹	8 ⁺²	10 ⁰
coachman for sale buford ga	3 ⁰	4 ⁰	1 ⁰
dutchmen for sale athens ga	3 ⁺⁴	- ⁰	- ⁰
storm for sale buford ga	3 ⁺²	34 ⁺¹³	25 ⁰
cruiser rv for sale buford ga	3 ⁰	4 ⁻²	3 ⁰
grand design dealer buford ga	3 ⁰	3 ⁺¹	2 ⁰



Keyword	Google	Yahoo	Bing
class c motorhome for sale buford ga	3 ⁻¹	3 ⁰	3 ⁰
thor for sale buford ga	3 ⁰	6 ⁺²	5 ⁰
tiffin motorhomes dealer athens ga	3 ⁰	5 ⁰	3 ⁰
toy hauler dealer buford ga	3 ⁺¹	2 ⁰	2 ⁰
fold down camper dealer athens ga	3 ⁰	3 ⁺⁹⁸	3 ⁰
toy hauler georgia	3 ⁰	13 ⁺¹	— ⁰
fun finder x for sale buford ga	3 ⁰	19 ⁻⁸	8 ⁰
dutchmen dealer athens ga	3 ⁰	3 ⁻¹	— ⁰
duchman georgia	3 ⁰	1 ⁰	1 ⁰
viewfinder for sale athens ga	3 ⁰	— ⁰	— ⁰
keystone for sale buford ga	3 ⁰	5 ⁰	6 ⁰
work and play for sale buford ga	3 ⁰	22 ⁻⁷	15 ⁰
coachman dealer athens ga	4 ⁰	5 ⁰	4 ⁰
bounder dealer buford ga	4 ⁻¹	1 ⁰	2 ⁰
allegro for sale athens ga	4 ⁻¹	19 ⁰	17 ⁰
toy hauler dealer athens ga	4 ⁰	5 ⁻¹	6 ⁰



Keyword	Google	Yahoo	Bing
forest river for sale buford ga	4 ⁰	9 ⁰	4 ⁰
toy hauler for sale athens ga	4 ⁺¹	-74	31 ⁰
cardinal dealer buford ga	4 ⁰	2 ⁰	3 ⁰
heartland for sale buford ga	4 ⁰	12 ⁺⁷	8 ⁰
fleetwood rv for sale athens ga	4 ⁻¹	14 ⁺⁷	14 ⁰
enterra for sale athens ga	4 ⁺¹	1 ⁺¹⁰⁰	- ⁰
voltage for sale athens ga	4 ⁻¹	- ⁰	- ⁰
truck camper for sale buford ga	4 ⁰	8 ⁰	15 ⁰
boulder for sale buford ga	4 ⁰	19 ⁺⁸²	30 ⁰
grand design for sale buford ga	4 ⁰	8 ⁰	7 ⁰
solitude dealer athens ga	5 ⁰	- ⁰	- ⁰
shadow cruiser for sale buford ga	5 ⁰	21 ⁺⁴	23 ⁰
fifth wheel for sale buford ga	5 ⁰	6 ⁰	6 ⁰
grand design dealer athens ga	5 ⁺³	2 ⁰	2 ⁰
camper georgia	5 ⁰	1 ⁰	- ⁰
fold down camper for sale athens ga	5 ⁰	-93	6 ⁰



Keyword	Google	Yahoo	Bing
catalina dealer buford ga	5 ⁰	6 ⁻²	4 ⁰
motorhome dealer athens ga	5 ⁰	8 ⁺⁹³	9 ⁰
discovery dealer buford ga	5 ⁻²	4 ⁰	1 ⁰
class c motorhome dealer athens ga	5 ⁰	2 ⁺²	5 ⁰
coachman for sale athens ga	6 ⁰	29 ⁻¹⁰	21 ⁰
radiance dealer athens ga	6 ⁻¹	— ⁰	— ⁰
class a motorhome dealer athens ga	6 ⁰	2 ⁰	3 ⁰
forest river dealer athens ga	7 ⁺¹	6 ⁺¹	8 ⁰
phaeton dealer buford ga	7 ⁻³	2 ⁺¹	3 ⁰
jamboree motor home for sale buford ga	7 ⁻¹	5 ⁺¹	5 ⁰
cyclone dealer athens ga	7 ⁻²	— ⁰	— ⁰
shadow cruiser dealer athens ga	7 ⁰	3 ⁰	5 ⁰
coachmen georgia	8 ⁰	10 ⁻⁵	8 ⁰
fifth wheel dealer athens ga	8 ⁰	14 ⁻²	14 ⁰
thor dealer athens ga	8 ⁰	3 ⁰	2 ⁰
forest river for sale athens ga	8 ⁰	— ⁰	— ⁰



Keyword	Google	Yahoo	Bing
catalina for sale buford ga	8 ⁺³	84 ⁰	- ⁰
class c motorhome for sale athens ga	8 ⁺¹	21 ⁰	- ⁰
voltage dealer athens ga	8 ⁻⁴	- ⁰	- ⁰
big country for sale buford ga	8 ⁺¹	30 ⁻¹⁶	10 ⁰
grand design for sale athens ga	8 ⁰	16 ⁰	34 ⁰
motorhome for sale athens ga	9 ⁰	30 ⁻⁴	35 ⁰
fleetwood rv dealer athens ga	9 ⁰	9 ⁺¹	9 ⁰
solitude for sale buford ga	9 ⁻¹	9 ⁺⁹²	12 ⁰
travel trailer dealer athens ga	9 ⁰	14 ⁰	12 ⁰
springdale dealer buford ga	9 ⁺²	1 ⁰	1 ⁰
radiance for sale athens ga	10 ⁰	- ⁰	- ⁰
jamboree motor home dealer athens ga	10 ⁻³	1 ⁰	2 ⁰
catalina dealer athens ga	10 ⁰	- ⁰	- ⁰
cyclone for sale buford ga	10 ⁺²	11 ⁰	- ⁰
bounder dealer athens ga	10 ⁻²	- ⁻⁸⁶	5 ⁰
jamboree motor home for sale athens ga	10 ⁺²	4 ⁻¹	9 ⁰



Keyword	Google	Yahoo	Bing
keystone dealer athens ga	11 ⁻¹	2 ⁰	6 ⁰
thor for sale athens ga	11 ⁰	9 ⁰	14 ⁰
freelander dealer buford ga	11 ⁻²	4 ⁺¹	2 ⁰
pop-up trailer georgia	11 ⁻¹	— ⁻⁵⁴	3 ⁰
keystone for sale athens ga	11 ⁰	40 ⁺⁵	— ⁰
fifth wheel for sale athens ga	12 ⁺¹	64 ⁺³⁷	67 ⁰
travel trailer for sale athens ga	12 ⁻¹	43 ⁻³	— ⁰
storm dealer buford ga	12 ⁺¹	5 ⁺³	6 ⁰
kodiak for sale athens ga	12 ⁻¹	18 ⁺¹	19 ⁰
class a motorhome for sale athens ga	13 ⁻²	35 ⁻⁶	31 ⁰
kodiak georgia	13 ⁺³	25 ⁺²	14 ⁰
shadow cruiser for sale athens ga	13 ⁻³	— ⁰	— ⁰
summerland dealer buford ga	13 ⁻⁴	1 ⁺¹	1 ⁰
big country dealer athens ga	13 ⁻¹	20 ⁻⁷	8 ⁰
fuzion for sale buford ga	15 ⁺²	— ⁰	18 ⁰
discovery for sale buford ga	15 ⁺¹	— ⁰	64 ⁰

