



ATLANTIS
MARKETING

SEO CASE STUDIES

2025

About Us

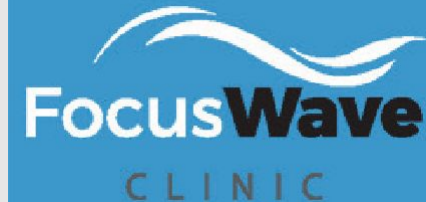
We're more than a typical Digital Marketing Agency. We pride ourselves on our international client base. Atlantis Marketing works with strategic partners worldwide offering Digital Marketing solutions and support.

We specialize in growing small businesses by boosting their digital presence. Our team of account managers analyse your requirements and will work with you to find a solution that fits your needs.

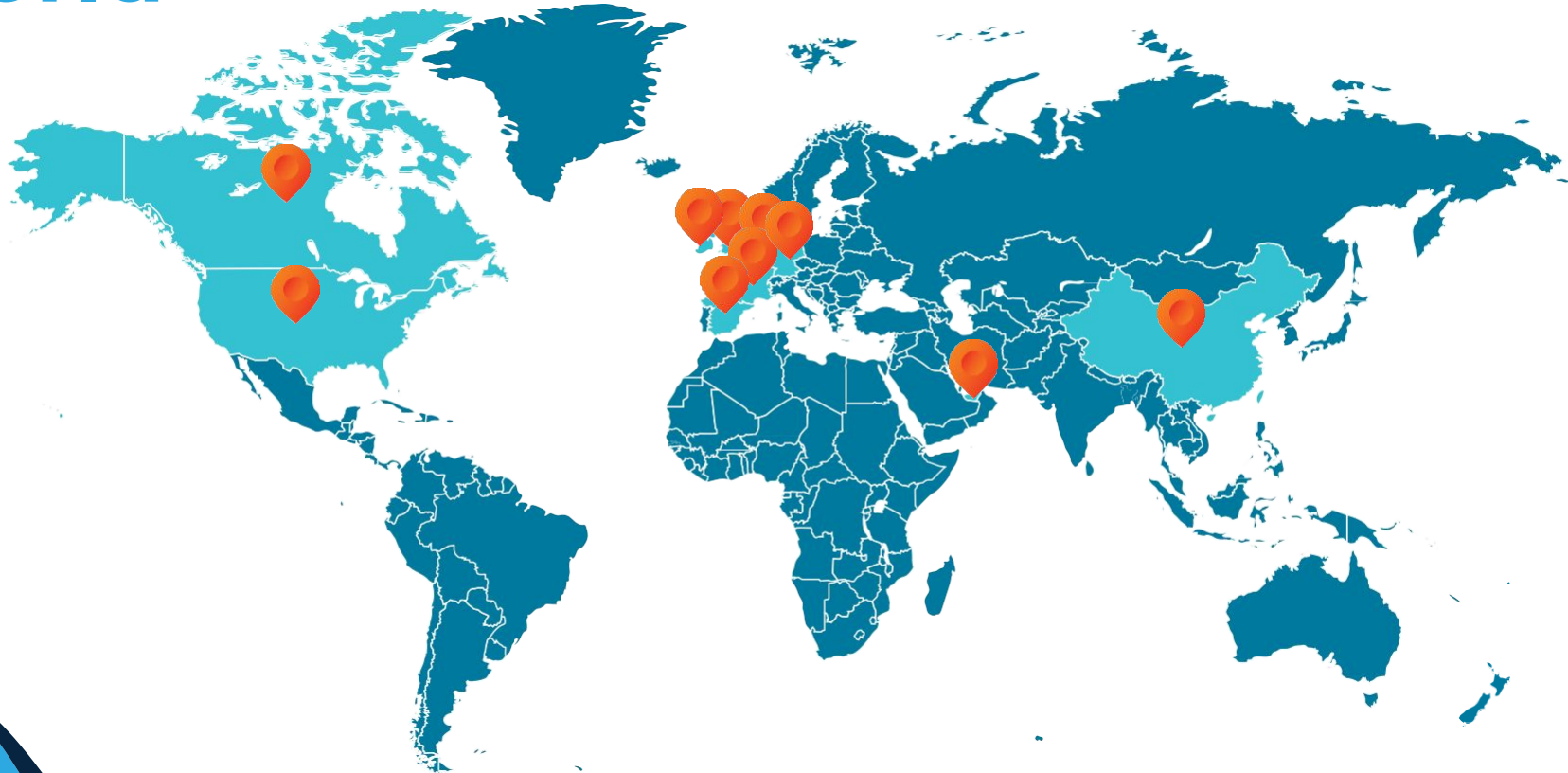
We value delivering great results for our clients over everything. We become your partners in this journey and believe in building lasting relationships.



Some of Our Clients

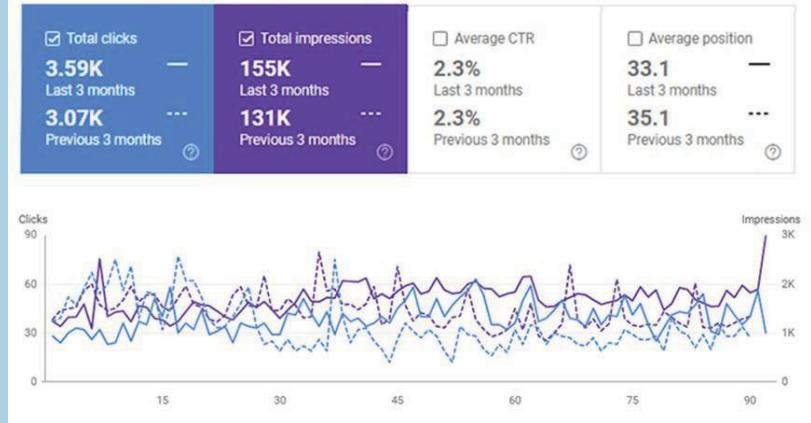


Our Clients all over the World

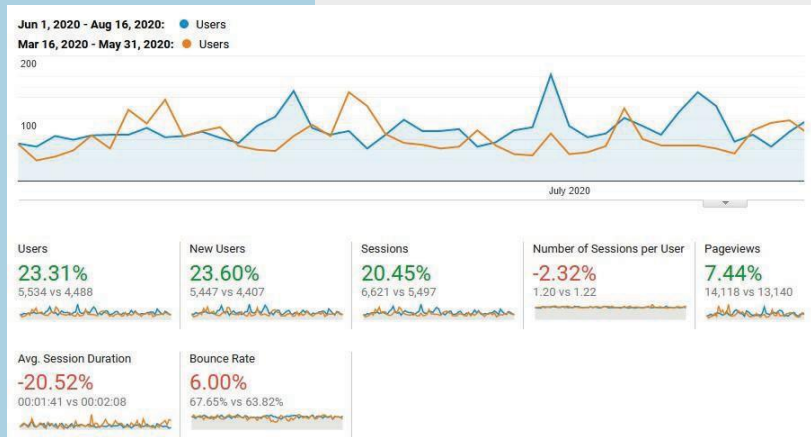


Our Clients

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW



A Tidy Mind

atidymind.co.uk United Kingdom (UK)

INDUSTRY: Home Improvement

SEO STATISTICS

- All the Keywords are on 1st page in the UK.
- Organic Search Clicks increased by 45.53%
- Domain Authority increased from 31 to 39.

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
moving house help	13	1 (#1 Page)
productivity coach	12	1 (#1 Page)
home organiser	8	1 (#1 Page)
Decluttering Services	8	1 (#1 Page)

FocusWave Clinic

📍 focuswaveclinic.com 📍 Canada (CA)

INDUSTRY: Healthcare

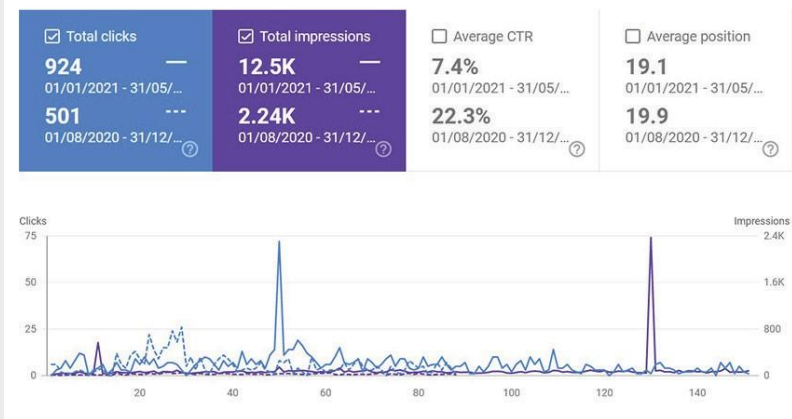
SEO STATISTICS

- Main Treatment Keywords are on 1st Page
- Organic search clicks are increased by 89.66%
- Domain authority increased from 1 to 16

KEYWORD RANKING

Keyword Ranking (Google.ca)	Ranking Before	Ranking After
Focus Wave Therapy	No Ranking	#1
Focus Wave Clinic Costs	12	#1
Men's Clinic Ottawa	11	9
ED Clinic	25	8

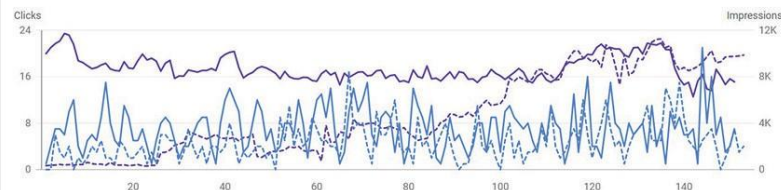
ORGANIC IMPRESSIONS



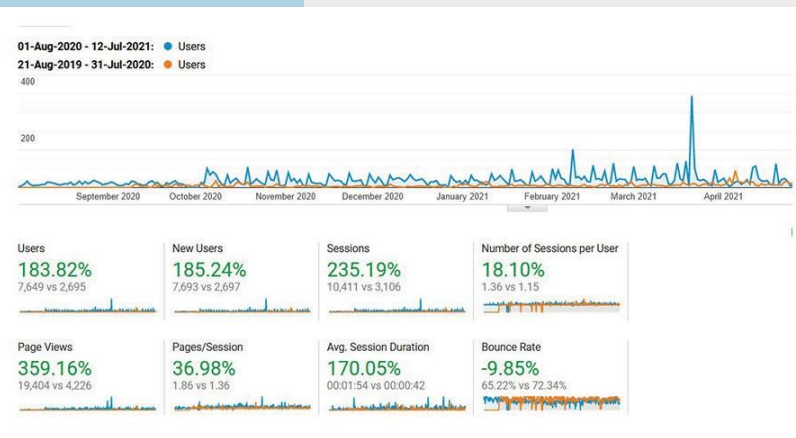
TRAFFIC OVERVIEW

	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Ses...	Avg. Session Duration
	274.42% 📈	271.82% 📈	314.39% 📈	9.42% 📉	8.28% 📈	24.53% 📈
1 Organic Search	89.66% 📈			8.46% 📉		
2 Paid Search	100.00% 📈			100.00% 📈		
3 Direct	248.35% 📈			3.19% 📉		
4 Social	587.50% 📈			20.20% 📉		
5 Referral	850.00% 📈			15.38% 📉		

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW



Nautilus Marketing

nautilusmarketing.co.uk United Kingdom (UK)

INDUSTRY: Marketing

SEO STATISTICS

- 15 Keywords are on 1st page in the UK.
- Organic search clicks are increased by 315.06%
- Domain authority increased from 1 to 30

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
Local Plumber SEO Agency	No Ranking	2 (#1 Page)
SEO Costs UK	22	2 (#1 Page)
Wix Agency Partner UK	15	1 (#1 Page)
SEO Prices UK	No Ranking	1 (#1 Page)
Logo Design Price UK	No Ranking	2 (#1 Page)

KW Tree Care

kwtreecare.co.uk United Kingdom (UK)

INDUSTRY: Tree Service

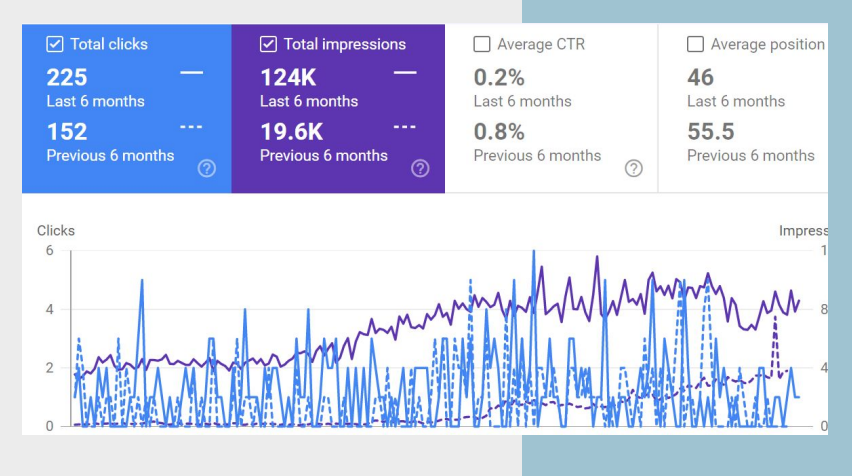
SEO STATISTICS

- Main Keywords are on 1st Page
- Organic search clicks are increased by 89.66%
- Domain authority increased from 3 to 19

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
Commercial Site Clearance	No Ranking	2
Tree Clearance North London	21	2
Stump Grinding Service	No Ranking	8
London Stump Grinding	No Ranking	4

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Users	New Users	Sessions	Bounce Rate
	100.93% ▲	100.00% ▲	116.41% ▲	87.16% ▼
1 ■ Paid Search	157.21% ▲			100.00% ▲
2 ■ Direct	120.67% ▲			93.37% ▼
3 ■ Organic Search	73.18% ▲			73.42% ▼
4 ■ Social	55.00% ▲			100.00% ▼
5 ■ Referral	127.78% ▲			95.26% ▼

Matthew Storey

📍 calsped.com 📍 United States (US)

INDUSTRY: Legal Services

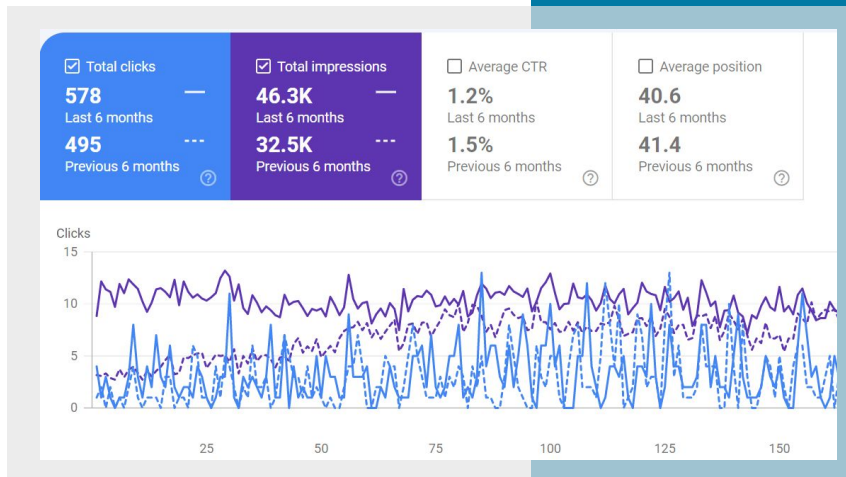
SEO STATISTICS

- Main Keywords are on 1st Page
- Organic search clicks are increased by 89.66%
- Domain authority increased from 9 to 17

KEYWORD RANKING

Keyword Ranking (Google.com)	Ranking Before	Ranking After
Special Education Attorney San Diego	34	2
Special Education Law Firms	No Ranking	2
IEP Lawyer California	68	3
Special Education Law Firm	No Ranking	6

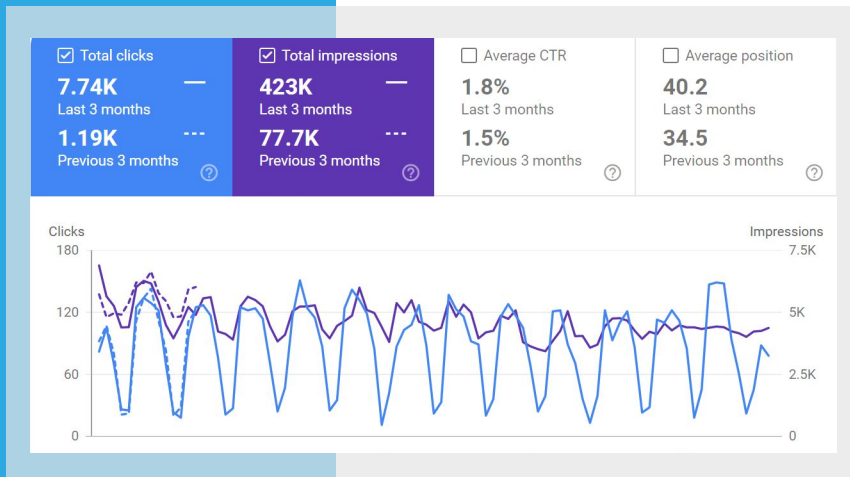
ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Acquisition			Behaviour	
	Users	New Users	Sessions	Bounce Rate	
	181.27% 📈	179.36% 📈	151.32% 📈	16.30% 📈	
1 Direct	400.98% 📈			39.96% 📈	
2 Paid Search	74.91% 📈			0.67% 📉	
3 Organic Search	194.47% 📈			20.50% 📈	
4 Social	79.61% 📈			0.39% 📉	
5 Referral	117.86% 📈			9.90% 📈	
6 (Other)	100.00% 📈			0.00%	

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Users	New Users	Sessions	Bounce Rate
1 Direct	23.90% ↑	1.79% ↑	6.14% ↑	1.67% ↓
2 Organic Search	15.35% ↑			0.58% ↓
3 Referral	52.26% ↑			0.49% ↓
4 Email	13.08% ↑			3.65% ↑
5 Paid Search	130.19% ↑			24.38% ↓
	100.00% ↑			100.00% ↑

Kaye Instruments

kayeinstruments.com

United States (USA)

INDUSTRY: Equipment Supplier

SEO STATISTICS

- 8 keywords are on 1st page
- Organic search clicks are increased by 52.26%
- Organic search presence is improved significantly from 1.19K to 7.74K clicks
- Domain Authority increase from 23 to 26

KEYWORD RANKING

Keyword Ranking (Google.com)	Ranking Before	Ranking After
Thermal Validation System	7	#1
Temperature Validation System	6	#1
Wireless Thermal Validation	7	#1
Real Time Data Logger	11	3

Podknows Podcasting

podknowspodcasting.co.uk United Kingdom (UK)

INDUSTRY: Entertainment, Audio management

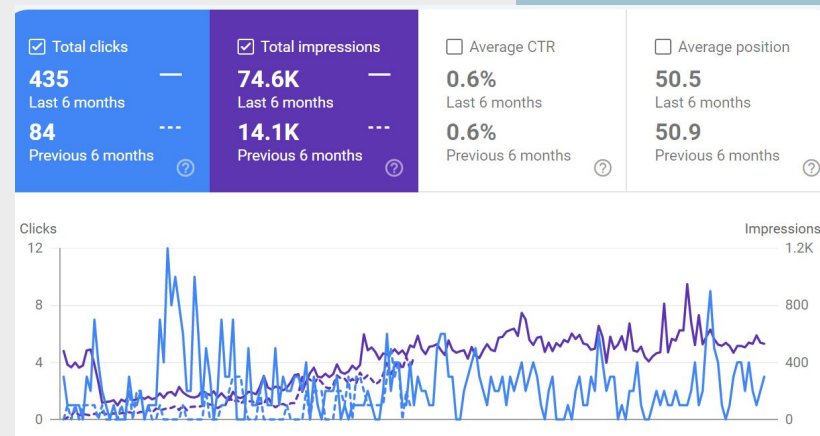
SEO STATISTICS

- Top Services Keywords are on 1st page
- Organic search clicks are increased by 378.50%
- Domain authority increased from 5 to 25

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
Podcast Coaching	18	#1
Podcast Services UK	34	#1
Branded Podcasts	No Ranking	7
Podcast Production Costs	55	4

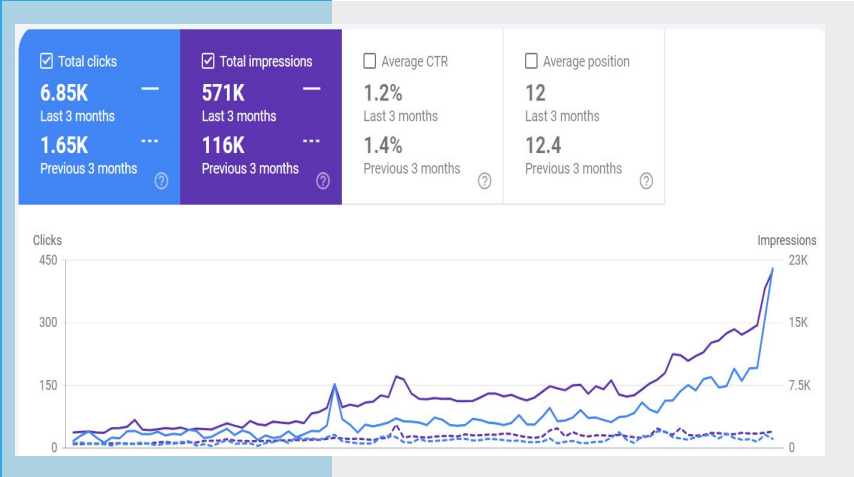
ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	76.47%	73.43%	55.33%	1.13%
1 Organic Search	378.50%			33.27%
2 Direct	11.11%			23.33%
3 Social	15.07%			1.81%
4 Referral	72.00%			28.57%

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Acquisition			Behaviour	
	Users	New Users	Sessions	Bounce Rate	
	1.31%	2.60%	0.04%	1.15%	
1 Social	1.99%			1.11%	
2 Organic Search	177.57%			0.59%	
3 Direct	71.01%			4.11%	
4 Referral	452.48%			26.26%	
5 Email	100.00%			100.00%	
6 (Other)	0.00%			52.73%	

Tank Historia

tankhistoria.com United Kingdom (UK)

INDUSTRY: News and Media

SEO STATISTICS

- Main Keywords are on 1st Page
- Traffic increase of 30%, mostly from the main area the client wanted to target.
- Bounce rate decreased by 20%
- Domain Authority increase from 18 to 32

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
M55 tank	No Ranking	#1
KV tank	74	2
Sturmtiger	45	2
t35 tank	No Ranking	2

Serenity Aesthetics

serenityaesthetics.co.uk United Kingdom (UK)

INDUSTRY: Skin Care

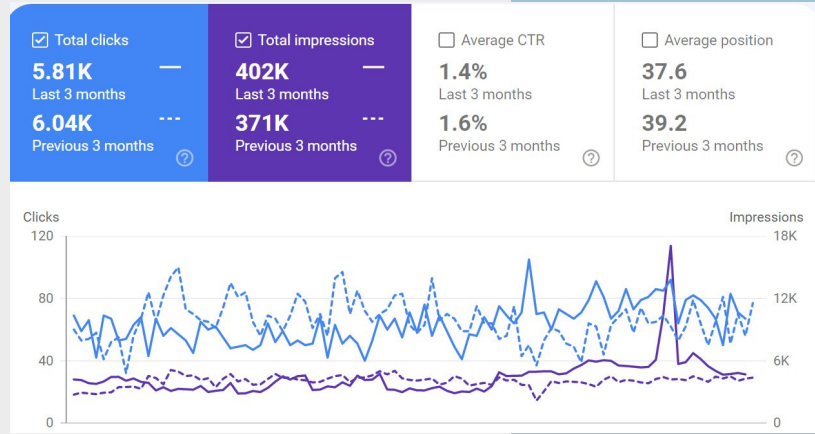
SEO STATISTICS

- 11 keywords are on 1st page
- Organic search clicks are increased by 18.89%
- Domain authority increased from 12 to 19

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
Aesthetics Clinic Leeds	4	#1
Botox and Filler Training Course Leeds	15	#1
Jawline Fillers Leeds	38	#1
Jawline Fillers Leeds	7	#1

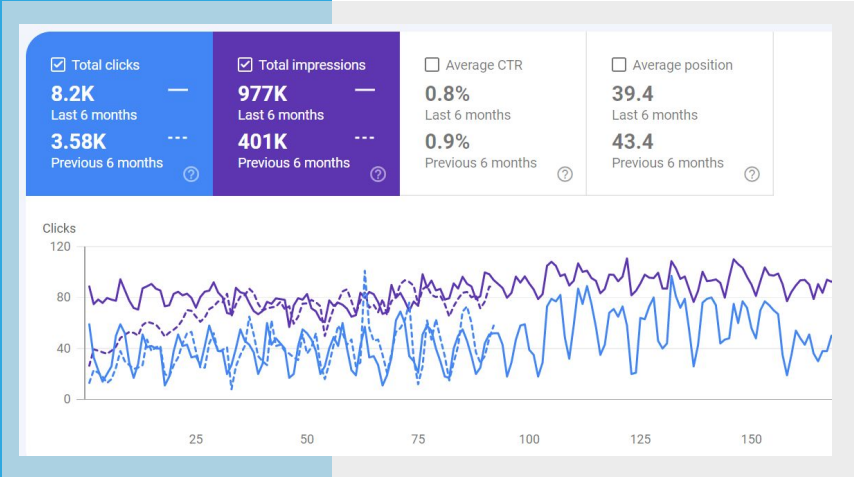
ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	18.99% ▲	19.84% ▲	18.01% ▲	4.50% ▲
1 Organic Search	18.89% ▲			5.25% ▲
2 Direct	24.52% ▲			2.79% ▲
3 Social	22.81% ▼			5.57% ▼
4 Referral	1.89% ▲			2.86% ▼
5 Email	100.00% ▲			100.00% ▲

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Users	New Users	Sessions	Bounce Rate
	170.35%	164.98%	175.01%	7.38%
1 Organic Search	295.84%			1.27%
2 Direct	81.75%			14.20%
3 Paid Search	160.00%			2.49%
4 Referral	402.33%			33.53%
5 Social	31.25%			32.32%

Frontline

wearefrontline.co.uk United Kingdom (UK)

INDUSTRY: Call Centre

SEO STATISTICS

- Main Keywords are on 1st Page
- Traffic increase of 30%, mostly from the main area the client wanted to target.
- Bounce rate decreased by 20%
- Domain Authority increase from 25 to 28

KEYWORD RANKING

Keyword Ranking (Google.com)	Ranking Before	Ranking After
Call Handling Service UK	30	#1
After Hours Call Center	43	#1
Telephone Answering Service UK	45	10
Out of Hours Call Handling	82	2

Vapour Vape

📍 vapourvape.co.uk 📍 United Kingdom (UK)

INDUSTRY: eCommerce

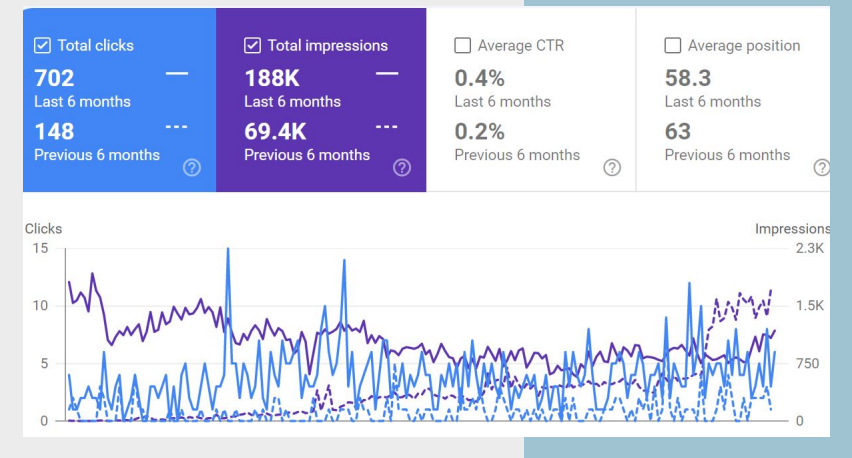
SEO STATISTICS

- 5 eCommerce keywords are on 1st page
- Organic search clicks are increased by 1117.65%
- Domain authority increased from 1 to 20

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
Vapour Vape	No Ranking	#1
Jolly Ranger 3500	No Ranking	#1
Lost Mary Rechargeable	19	#1
Tasty Fruity 200ml	10	#1
Little Mary Vape	52	#1

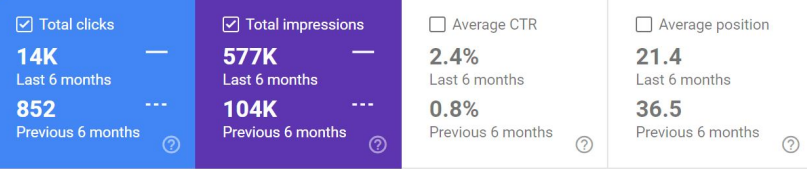
ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	286.42% ↑	284.86% ↑	191.42% ↑	41.87% ↓
1 Organic Search	1,117.65% ↑			42.28% ↓
2 Direct	47.11% ↑			29.84% ↓
3 Social	16.67% ↑			15.81% ↑
4 Referral	346.67% ↑			13.85% ↓
5 (Other)	100.00% ↑			100.00% ↑

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Acquisition			Behaviour	
	Users	New Users	Sessions	Bounce Rate	
	295.83% ▲	307.84% ▲	187.69% ▲	38.54% ▲	
1 ■ Organic Search	562.77% ▲			22.12% ▲	
2 ■ Direct	40.17% ▲			28.04% ▲	
3 ■ Referral	128.89% ▲			115.07% ▲	
4 ■ Social	9.52% ▼			14.71% ▼	
5 ■ Display	100.00% ▲			100.00% ▲	
6 ■ Paid Search	633.33% ▲			4.35% ▼	

Incluive

[incluive.com](#) 📍 United States (USA)

INDUSTRY: Entertainment Blogs

SEO STATISTICS

- 5 keywords are on 1st page
- Organic search clicks are increased by 562.77%
- Domain authority increased from 15 to 31

KEYWORD RANKING

Keyword Ranking (Google.com)	Ranking Before	Ranking After
Jiwan Nevertheless	19	#1
Parasite Capitalism	76	#1
Police Brutality Movie	22	#1
Latino Movies 2021	52	2
Movies About Police Brutality	No Ranking	#1

Cloudscape IT

cloudscapeit.co.uk United Kingdom (UK)

INDUSTRY: IT

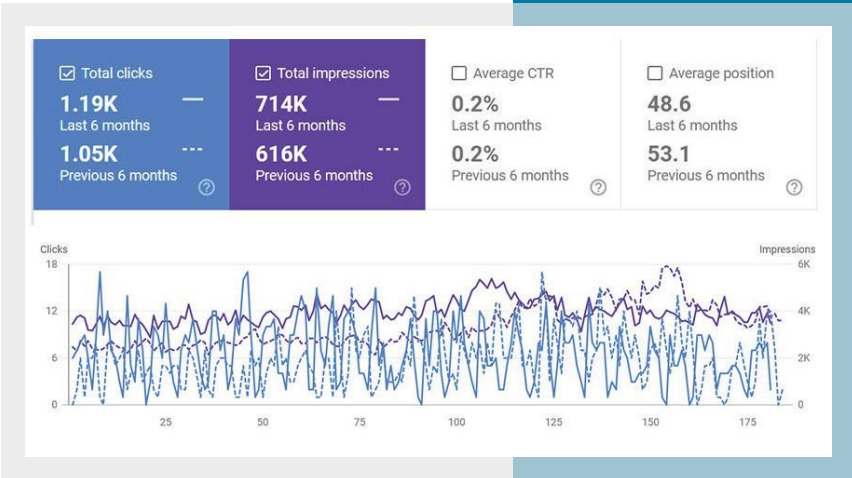
SEO STATISTICS

- Top IT support services keywords are on 1st page
- Organic search clicks are increased by 22.39%
- Domain authority increased from 24 to 35

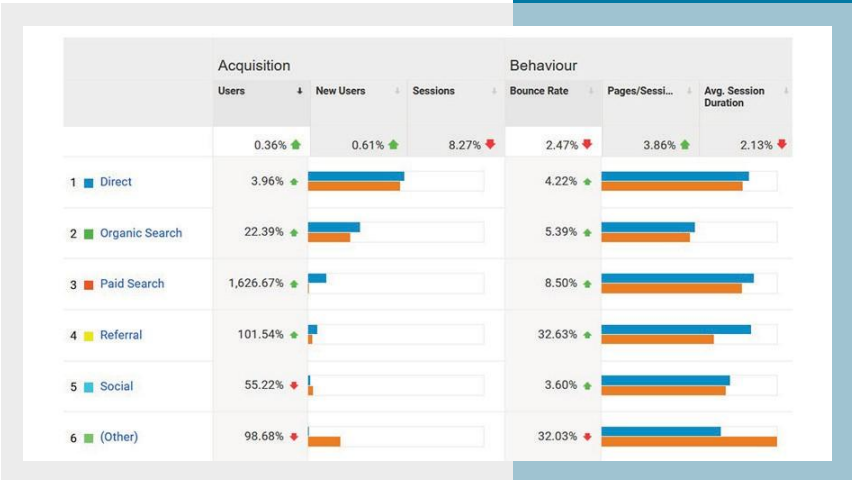
KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
Cloud Services London	7	#1
Remote IT Support	No Ranking	#1
IT Support Central London	15	3
Office IT Relocation Services	No Ranking	#1

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW



International Retail Academy

theinternationalretailacademy.com United Kingdom (UK)

INDUSTRY: Coaching & Consulting

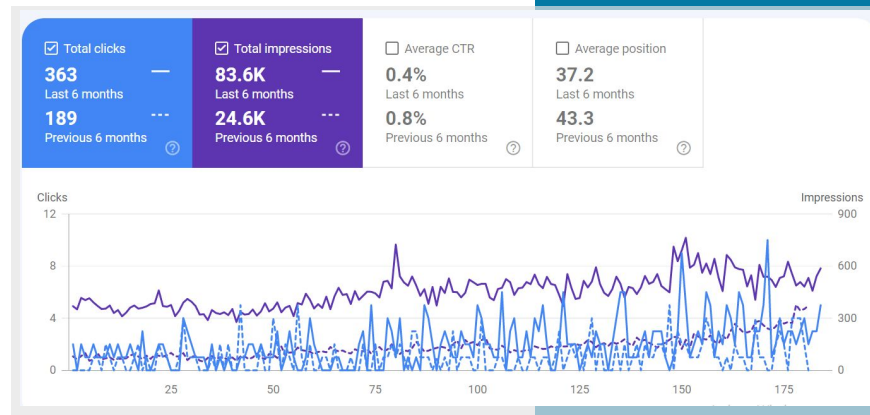
SEO STATISTICS

- 5+ keywords are on 1st page in the UK
- Organic search clicks are increased by 189.06%
- Domain Authority Increased from 12 to 28

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
Retail Training Company	No Ranking	1 (#1 Page)
Retail Training Academy	67	2 (#1 Page)
Retail Learning Academy	06	2 (#1 Page)
Personal Brand Speaks	No Ranking	3 (#1 Page)

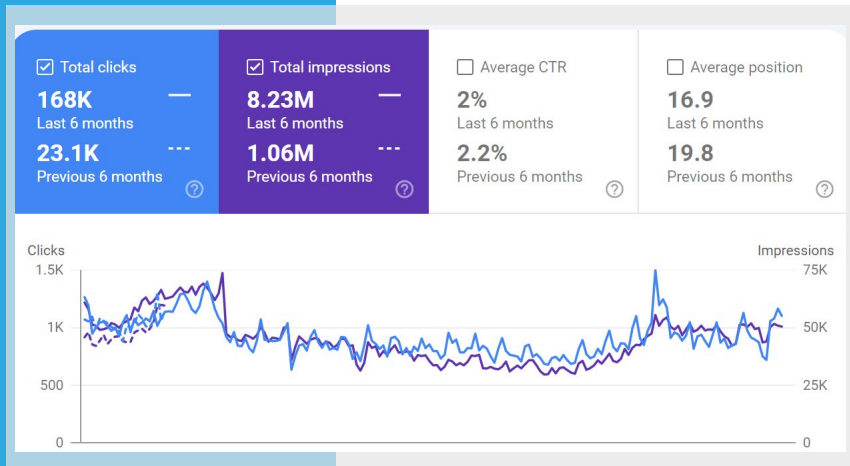
ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	242.55%	241.15%	244.39%	6.74%
1 Social	239.16%			2.00%
2 Direct	151.97%			1.65%
3 Organic Search	189.06%			14.00%
4 Paid Search	3,918.18%			11.39%
5 Referral	150.00%			21.39%
5 (Other)	2,000.00%			38.52%

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Acquisition			Behaviour	
	Users	New Users	Sessions	Bounce Rate	
	33.05% ▲	32.84% ▲	31.01% ▲	9.07% ▼	
1 Organic Search	35.02% ▲			9.78% ▼	
2 Direct	61.51% ▲			3.16% ▲	
3 Social	14.00% ▲			15.92% ▼	
4 Referral	12.38% ▼			28.56% ▼	
5 (Other)	100.00% ▲			100.00% ▲	

Curl Maven

<https://curlmaven.ie> United Kingdom (UK), Ireland

INDUSTRY: Beauty and Online Coaching

SEO STATISTICS

- 10+ keywords are on 1st page
- Organic search clicks are increased by 35.02% (in 4 months)
- Domain authority increased from 20 to 31

KEYWORD RANKING

Keyword Ranking (Google.com)	Ranking Before	Ranking After
Frizz Halo	10	#1
Dyson Airwrap Diffuser Hack	8	#1
Rice Water Rinse	12	2
Why Does My Hair Dry So Fast	12	#1

Oyoma Beauty

oyomabeauty.com United Kingdom (UK), USA

INDUSTRY: eCommerce, Beauty

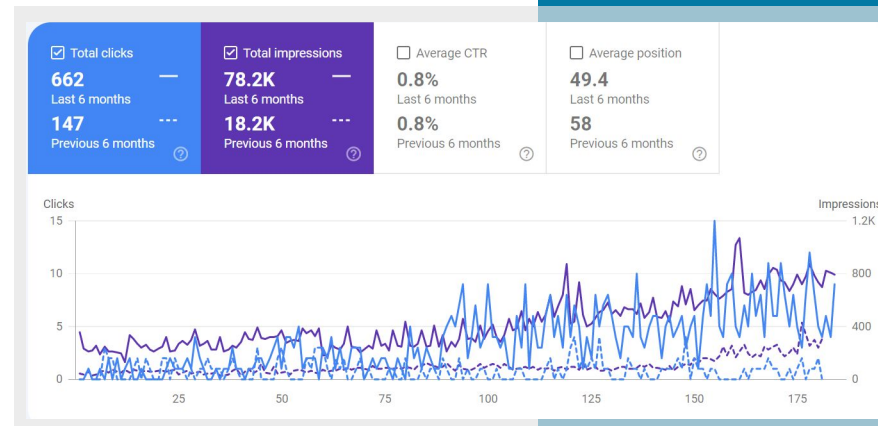
SEO STATISTICS

- 5+ keywords are on 1st page in the UK
- Organic search clicks are increased by 312.16%
- Domain Authority Increased from 1 to 18

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
Aloe Vera and Shea Butter for Acne	No Ranking	1 (#1 Page)
Aloe and Shea Butter for Skin	No Ranking	2 (#1 Page)
Soft Shea Butter	54	4 (#1 Page)
Buy Whipped Shea Butter	No Ranking	3 (#1 Page)

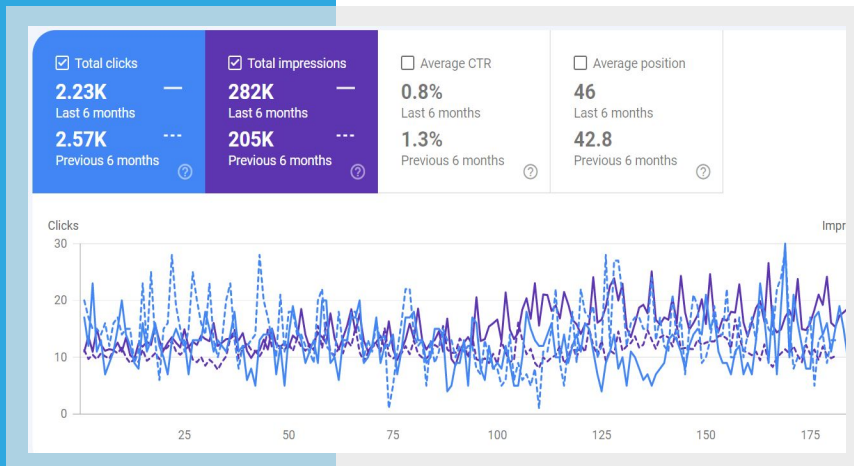
ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Users	New Users	Sessions	Bounce Rate
	139.91% ↑	141.20% ↑	117.32% ↑	5.88% ↑
1 Referral	12,244.66% ↑			64.51% ↑
2 Organic Search	321.16% ↑			36.61% ↑
3 Direct	47.58% ↓			13.52% ↓
4 Social	2.80% ↓			7.05% ↑
5 Paid Search	97.76% ↓			3.47% ↓
6 (Other)	250.00% ↑			100.00% ↑

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

	Acquisition			Behaviour
	Users	New Users	Sessions	Bounce Rate
	23.74% ▲	23.78% ▲	22.84% ▲	1.94% ▲
1 Direct	31.33% ▲			0.00% ▲
2 Organic Search	4.22% ▲			4.85% ▲
3 Referral	1,705.88 ▲			8.74% ▼
4 Social	29.71% ▼			3.50% ▼
5 Paid Search	100.00% ▲			100.00% ▲

BC Beauty Training

bcbeautytraining.co.uk United Kingdom (UK)

INDUSTRY: Beauty, Training

SEO STATISTICS

- 10+ keywords are on 1st page
- Organic search clicks are increased by 4.22%
- Domain authority increased from 20 to 26

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
Beauty Training Near Me	8	2
MMA Acrylic	8	3
Polygel Nail Course	10	3

AVMIN

avmin.com.au Australia

INDUSTRY: Air Charter services

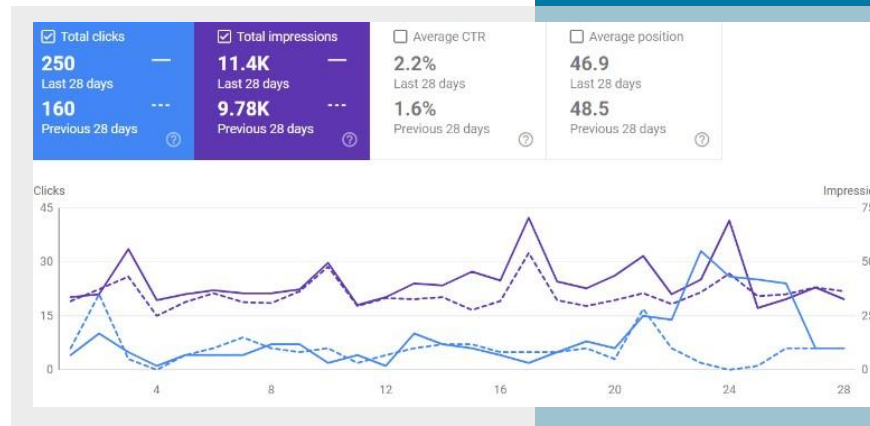
SEO STATISTICS

- 10+ keywords are on 1st page in the UK
- Organic search clicks are increased by 35.02%
- Domain Authority Increased from 14 to 19

KEYWORD RANKING

Keyword Ranking (Google.com.au)	Ranking Before	Ranking After
air charter services	No Ranking	3 (#1 Page)
air charter australia	No Ranking	5 (#1 Page)
fifo flights	No Ranking	4 (#1 Page)
private air charter	No Ranking	5 (#1 Page)

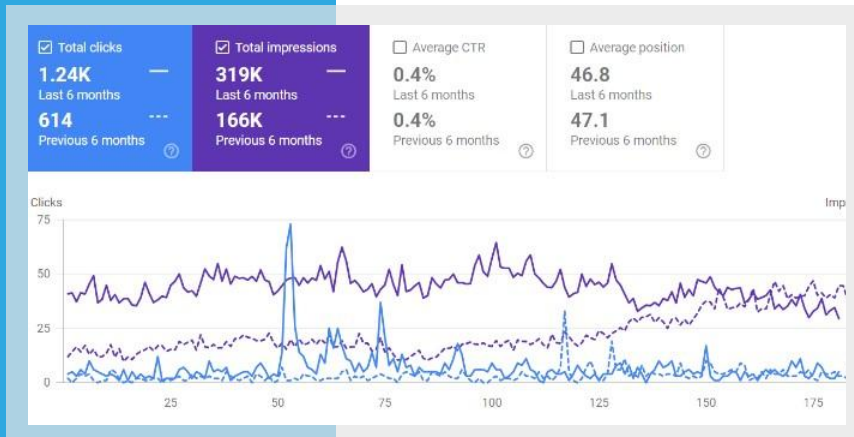
ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

Traffic Medium	Total users (Last 30 days)	Total users (Previous 30 days)
Organic Social	1021	263
Organic Search	208	183
Direct	2179	546
Paid search	1437	5832
Display	1391	999
Referral	54	38

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

Traffic Medium	Total users (Last 6 months)	Total users (Previous months)
Organic Social	2042	1086
Organic Search	1734	1025
Direct	2093	690
Paid search	1481	2132
Referral	129	57
Display	50	140

Mr Secured

www.mrsecured.com.au 📍 Australia (AU)

INDUSTRY: Security Camera

SEO STATISTICS

- 20+ keywords are on 1st page
- Organic search clicks are increased by 35.04%
- Domain authority increased from 01 to 16

KEYWORD RANKING

Keyword Ranking	Ranking Before	Ranking After
Surveillance Cameras Brisbane	No Ranking	03
CCTV Brisbane	8	01
Hourly rate for Security Camera Installation	10	02
CCTV Installers Brisbane	25	03

Be Inspired

📍 beinspired.global 📍 UK, USA

INDUSTRY: Blog

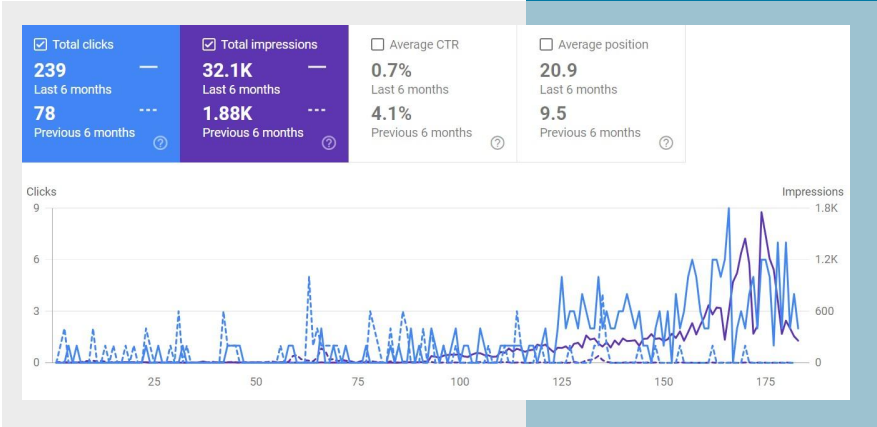
SEO STATISTICS

- 20+ keywords are on 1st page in the UK
- Organic search clicks are increased by 76.2%
- Domain Authority Increased from 01 to 28

KEYWORD RANKING

Keyword Ranking (Google.com)	Ranking Before	Ranking After
little steps matter	No Ranking	3 (#1 Page)
find good in everything	No Ranking	4 (#1 Page)
be inspired	No Ranking	4 (#1 Page)
george skestos	No Ranking	5 (#1 Page)

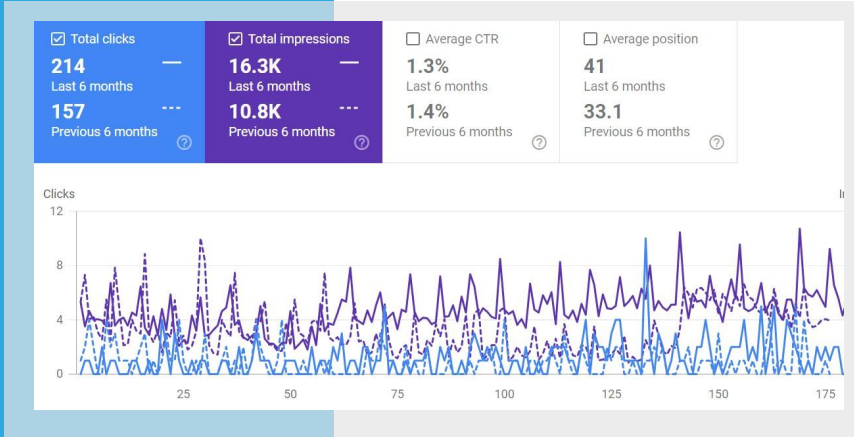
ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

Paid Other	468K	↑343,652....
Referral	194K	↓21.9%
Unassigned	51K	↑15,451.2%
Direct	9.5K	↑506.2%
Organic Search	629	↑76.2%
Paid Search	44	↓48.8%
Organic Social	49	↑11.4%

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

Sessions by Session default channel group		
SESSION DEFAULT CHANNEL GROUP	SESSIONS	
Direct	271	↓ 21.0%
Organic Search	173	↑ 17.7%
Referral	33	↑ 120.0%
Email	8	↓ 55.6%
Organic Social	15	↑ 50.0%
Unassigned	1	↓ 87.5%
Organic Video	0	↓ 100.0%

Sophee Payne

sopheepayne.com

Canada, United States

INDUSTRY: Life coaching

SEO STATISTICS

- 15+ keywords are on 1st page
- Organic search clicks are increased by 17.7%
- Domain authority increased from 01 to 12

KEYWORD RANKING

Keyword Ranking	Ranking Before	Ranking After
career coach vancouver	No Ranking	05
career consultant seattle	No Ranking	09
career coach seattle	No Ranking	07
career counselor seattle	No Ranking	05

ESD official

esdofficial.com UK, USA

INDUSTRY: Vaping site

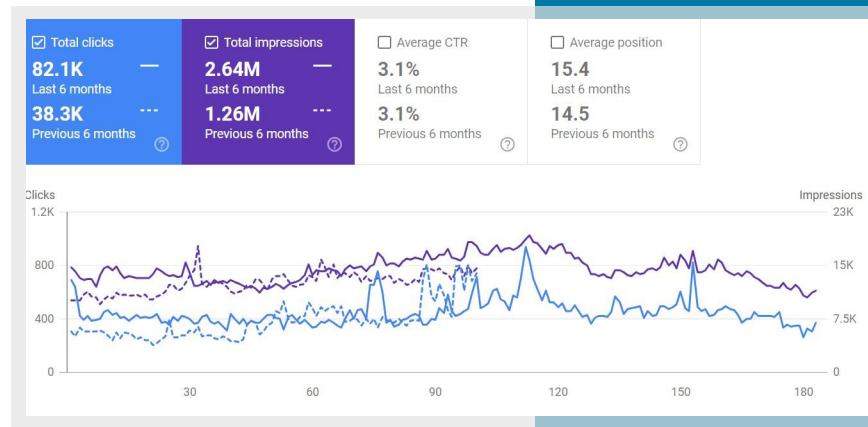
SEO STATISTICS

- 50+ keywords are on 1st page in the USA
- Organic search clicks are increased by 17.3%
- Domain Authority Increased from 10 to 16

KEYWORD RANKING

Keyword Ranking (Google.com)	Ranking Before	Ranking After
raw clothing	15	4 (#1 Page)
raw garden tips	11	1 (#1 Page)
raw distributor	No Ranking	1 (#1 Page)
buy raw products	No Ranking	1 (#1 Page)

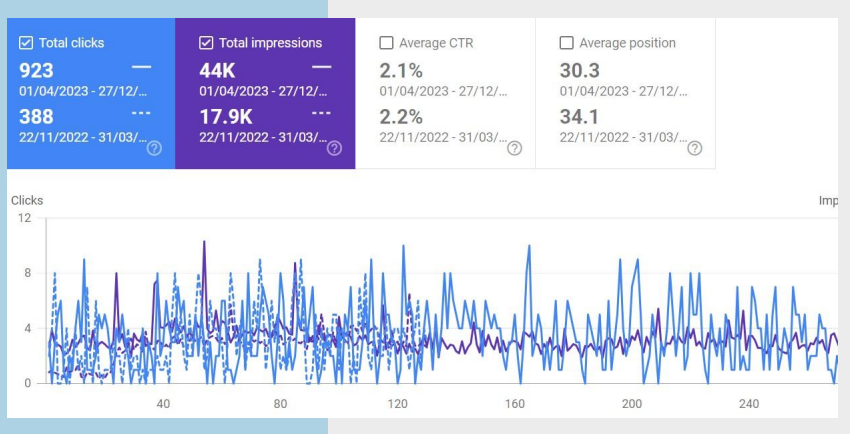
ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

SESSION DEFAULT CHANN...	SESSIONS	
Organic Search	66K	↑17.3%
Direct	35K	↑18.0%
Unassigned	12K	↑91.1%
Organic Social	5K	↑93.0%
Email	1.5K	↓59.9%
Organic Shopping	1K	↓62.6%

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

SESSION DEFAULT CHANN...	SESSIONS	
Direct	4.1K	↑73.4%
Organic Search	1.6K	↑97.1%
Referral	153	↓19.0%
Organic Social	169	↑18.2%
Unassigned	19	↑171.4%
Organic Shopping	3	-

Strictly FX

strictlyfx.com UK

INDUSTRY: Event management

SEO STATISTICS

- 10+ keywords are on 1st page
- Organic search clicks are increased by 97.1%
- Domain authority increased from 19 to 27

KEYWORD RANKING

Keyword Ranking	Ranking Before	Ranking After
Outdoor Special Effects	No Ranking	01
laser fx	No Ranking	02
Special Effects Company UK	No Ranking	03
SFX Company	No Ranking	04

RMS Recruitment

📍 rmsrecruitment.com 📍 UK

INDUSTRY: Recruitment agency

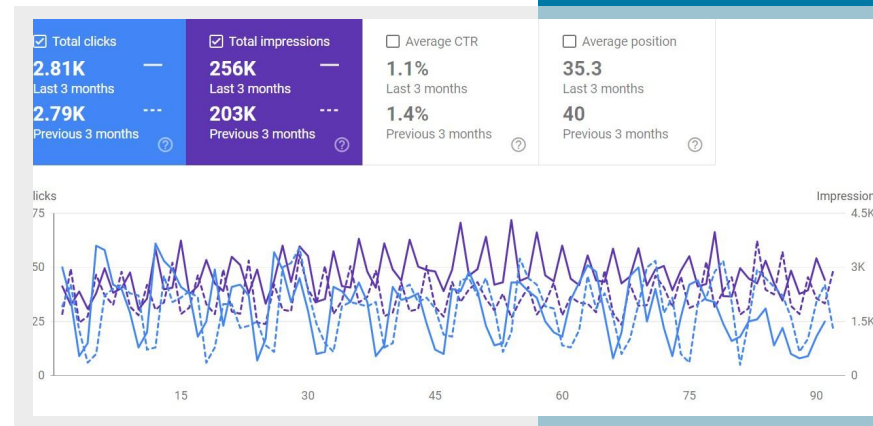
SEO STATISTICS

- 30+ keywords are on 1st page in the USA
- Organic search clicks are increased by 117.7%
- Domain Authority Increased from 20 to 28

KEYWORD RANKING

Keyword Ranking (Google.co.uk)	Ranking Before	Ranking After
PA recruitment agencies London	15	1 (#1 Page)
Temp recruitment agency London	11	1 (#1 Page)
Temporary staff agency London	No Ranking	2 (#1 Page)
Staffing agency London	No Ranking	3 (#1 Page)

ORGANIC IMPRESSIONS



TRAFFIC OVERVIEW

SESSION DEFAULT ...	SESSIONS
Organic Search	7.3K ↑ 117.7%
Direct	4.8K ↑ 99.4%
Referral	505 ↑ 100.4%
Organic Social	457 ↑ 125.1%
Unassigned	44 ↑ 300.0%



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