

MONTHLY SEO REPORT

- ...Content Articles...
- ...High Authority Articles...
- ...Keyword Rankings...
- ...Second Tier Link Strategy...

**All information and statistics within this report were accurate at the time of analysis, and all recommendations have been provided based on our thorough analysis of your site and competition in accordance with our deep knowledge and experience in SEO strategies.*

Rankings for the First and Last Period Dates

www.projectlandscape.ca

Google Canada

March-14 2022 - March-14 2023

Keyword	March-18	March-10
calgary pergola builders	3	1 ▲2
concrete curbing calgary	2	1 ▲1
concrete retaining wall calgary	5	1 ▲4
outdoor fire pit install calgary	2	1 ▲1
project landscape services calgary	1	1

Keyword	March-18	March-10
commercial landscaping calgary	2	2
paving stones calgary	3	2 ▲1
pergolas calgary	2	2
concrete walkway calgary	16	3 ▲13
landscaping calgary	2	3 ▼1
residential landscaping calgary	4	3 ▲1
fence construction Calgary	9	3 ▲6
calgary landscaping	N/A	3
landscape contractors calgary	3	4 ▼1
sod installation calgary	8	4 ▲4
fences calgary	4	4
fence services calary	5	4 ▲1
fence builder calgary	9	4 ▲5
fence installation calgary	7	4 ▲3
fence building calgary	7	5 ▲2
fencing contractor calgary	9	5 ▲4
patio covers calgary	28	7 ▲21
composite decking calgary	6	9 ▼3
calgary landscape maintenance	4	10 ▼6
deck builders calgary	7	10 ▼3
commercial snow removal calgary	4	11 ▼7
decks calgary	9	11 ▼2
fire pit calgary	10	11 ▼1
composite wood decking calgary	7	11 ▼4
concrete patios calgary	24	12 ▲12
concrete work calgary	36	12 ▲24

Keyword	March-18	March-10
grass sod calgary	10	13 ▼3
landscape design calgary	5	13 ▼8
artificial grass calgary	16	14 ▲2
sod calgary	12	16 ▼4
artificial turf calgary	17	18 ▼1
calgary fencing	21	19 ▲2
fencing calgary	14	20 ▼6
outdoor lighting calgary	16	20 ▼4
mulch calgary	28	23 ▲5
calgary snow removal services	28	31 ▼3
best patios calgary	58	34 ▲24
concrete calgary	38	39 ▼1
landscaping companies	57	55 ▲2
snow removal calgary	22	65 ▼43
commercial snow removal	7	84 ▼77
landscaping services	94	-

KEYWORD HIGHLIGHTS

Above are some of the keywords which have moved the most since this day last month. As your digital profile continues to grow every week, your keyword rankings should continue to improve as well, therefore improving your average ranking every month. This equates to more exposure, more impressions, and of course more traffic to your site over time.

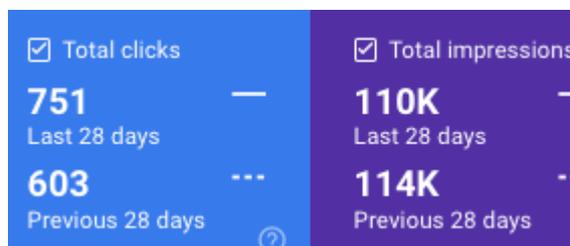
The work that we are doing each month is not only improving these results and pushing more keywords to the top, but it is strengthening your foothold on the first page, making it more difficult for your competitors to overtake you.

CLICKS/IMPRESSIONS

Over the last 28 days

Total Impressions: Total impressions is how many links to your site a user saw on Google search results. Impressions are counted when the user visits that page of results, even if the result was not scrolled into view

Clicks: Count of clicks from a Google search result that landed the user on your property.



LINK BUILDING

This snapshot below is displaying the domain growth from the backlinking work.

Referring domains: The total number of unique domains linking to your URL.

Referring pages: This shows a list of unique pages linking to a target website or URL.



ON-SITE BLOG POSTS

<p>5 Tips for Designing a Drought-Tolerant Landscape</p>	<p>https://www.projectlandscape.ca/landscaping-calgary/5-tips-for-designing-a-drought-tolerant-landscape/</p>
<p>The Benefits of Working with a Professional Landscape Designer</p>	<p>https://www.finehomesandliving.com/home_design/ways-to-improve-your-homes-aesthetics/article_57b2df70-35c9-11eb-812a-8f9d7a2a5f53.html</p>
<p>Maximizing Curb Appeal: Ideas for Enhancing Your Home's Exterior"</p>	<p>https://www.projectlandscape.ca/landscaping-calgary/maximizing-curb-appeal-ideas-for-enhancing-your-homes-exterior/</p>
<p>Sustainable Landscaping: What it Is and Why It Matters</p>	<p>https://www.projectlandscape.ca/landscape-experts/sustainable-landscaping-what-it-is-and-why-it-matters/#/</p>

CONTENT ARTICLES

The content articles are part of the first-tier method of the SEO campaign. Each of these articles has been written from scratch, about 500 words in length, and on the topic of the targeted campaign keywords. They have been posted to websites such as article directories and blogs through various exclusive guest posting opportunities, and these present good-quality backlinks surrounded by content.

Each post includes a couple of natural anchor-text backlinks to your web pages to push through the benefit of the authority and inbound relevance to your pages, this is what Google is looking for in an offsite strategy.

What is Landscaping?	https://ottawaseocompany.medium.com/what-is-landscaping-7dcc211b5e7e
Greening up your space	https://diigo.com/0rytuo
How to Properly Take Care of Your Lawn	https://landscapingtipsalberta.blogspot.com/2023/03/how-to-properly-take-care-of-your-lawn.html

GUEST POSTS

5 Low-Maintenance Landscaping Ideas for Busy Homeowners	https://trendswe.com/home/5-low-maintenance-landscaping-ideas-for-busy-homeowners/
DIY Fence Installation vs. Hiring a Professional	https://www.flexhouse.org/diy-fence-installation-vs-hiring-a-professional/
Creating an Outdoor Living Space: Tips and Ideas for Designing the Perfect Patio	https://homesenator.com/creating-an-outdoor-living-space-tips-and-ideas-for-designing-the-perfect-patio/
Landscape Maintenance 101: Tips for Keeping Your Yard Looking Great Year-Round	https://josephmuciraexclusives.com/yard-landscape-maintenance-101-tips/
Designing a Low-Maintenance Landscape: Tips and Tricks for Busy Homeowners	https://ramneeksidhu.co.uk/designing-a-low-maintenance-landscape/
Gardening Tips for Spring	https://www.gudstory.com/9-gardening-tips-for-spring/

High DA Backlinks

<https://63f9af90b10d6.site123.me/>
<https://www.behance.net/landscacalgary1>
<https://en.gravatar.com/landscapingcalgaryab>
<https://www.evernote.com/shard/s524/client/snv?isnewsnv=true-eGuid=f11091e9-7b01-825f-776c-7157413787e7-eKey=YDT3UHHSiFyy-JAUyEyeFNfLOKq9T4rXvcCauumSOEPNnVC4Z-oXyFc8hA&sn=https%3A%2F%2Fwww.evernote.com%2Fshard%2Fs524%2Fsh%2Ff11091e9-7b01-825f-776c-7157413787e7%2FYDT3UHHSiFyy-JAUyEyeFNfLOKq9T4rXvcCauumSOEPNnVC4Z-oXyFc8hA&title=landscaping%2BCalgary>

<https://landscapingcalgary8.wordpress.com/2023/02/25/landscaping-calgary/>
<https://landscapingcalgaryab.jimdofree.com/>
<https://landscapingca.livejournal.com/432.html>
<https://www.hometalk.com/member/78692167/landscapingcalgaryab>
<https://penzu.com/p/212282a9>
<https://slashdot.org/submission/17191044/landscaping-calgary>
<https://www.reddit.com/user/landscapingcalgaryab>
<https://www.instapaper.com/p/12038491>
<https://diigo.com/0rsfy7>
<https://trello.com/u/landscapingcalgaryab/activity>
<https://flipboard.com/@landscapingcalg/landscaping-calgary-ihh3uf5ly>
<https://www.creativelive.com/student/landscapingcalgaryab>
<https://padlet.com/landscapingcalgaryab>
https://disqus.com/by/landscaping_calgary/about/
<https://landscapingcalgaryab.jimdofree.com>

These articles are not directly affiliated with your website, but act as a similar resource that points to your website as another relevant page, therefore, your website visitors do not read these articles, nor do they reach your website from these articles. The strategy is all about improving your Google presence and these articles and backlinks are helping to achieve better Google rankings for your own web pages through the agreed keywords.

As more of these content posts are written, posted, and indexed in Google, we will notice further improvements and increasing traction in the search results for your website. Not only does this prevent your competitors from getting in front of you for your keywords, it ensures that you continue to outrank new competitors on your way to the first page of Google.

Momentum really ramps up as these articles gain maturity while new content article backlinks are getting added, therefore significantly growing your digital profile over time.

These domains have high levels of authority as noted by many SEO tools and metrics:

- MozRank Domain Authority
- MozRank Page Authority
- Domain Age
- Trustflow
- AlexaRank
- Ahrefs Score
- Ahrefs Domain Rating
- Ahrefs Page Rating

These backlinks share a very similar purpose and methodology to the content strategy in that they provide good quality relevant content backlinks to your pages on the topic of your keywords. Their purpose is again to improve the rankings of your own website in the major search engines, and they do this by passing on the authority scores to your website through "do-follow" backlinks. The more high authority backlinks your website has on a consistent basis the more traction you will get in the search results, the more competition your site will outrank, and the stronger your website will become at the top of the results. These backlinks will assist in more Google exposure each month and more traction towards the first page results.

The goal of the backlink strategy is to increase your search engine rankings for the keywords agreed and targeted within your campaign. It is not a direct traffic acquisition method, therefore the content is not designed to be a detailed account of your products/services, but more a general-purpose relevant article to help with keyword relevance.

My work is based on consistent testing to ensure that everything that we do has the best and safest impact on all search results, and our strategies are consistently refined and adjusted according to the latest search engine algorithm updates or trends.

Please contact me should you have any questions about anything within your report, and I will be happy to help!
Lark@ProfitParrot.com