



MASS LOADED VINYL AUSTRALIA

# SEO CASE STUDIES REPORT



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Period covered: Nov 1, 2024 - Present

## About the Company

More than 25 years of experience supplying high-quality Australian mass-loaded vinyl-made products to Builders. **Mass Loaded Vinyl Australia** is a leading manufacturer of Mass Loaded Vinyl (MLV) products, providing effective soundproofing solutions across the whole region of Australia for both residential and commercial applications.

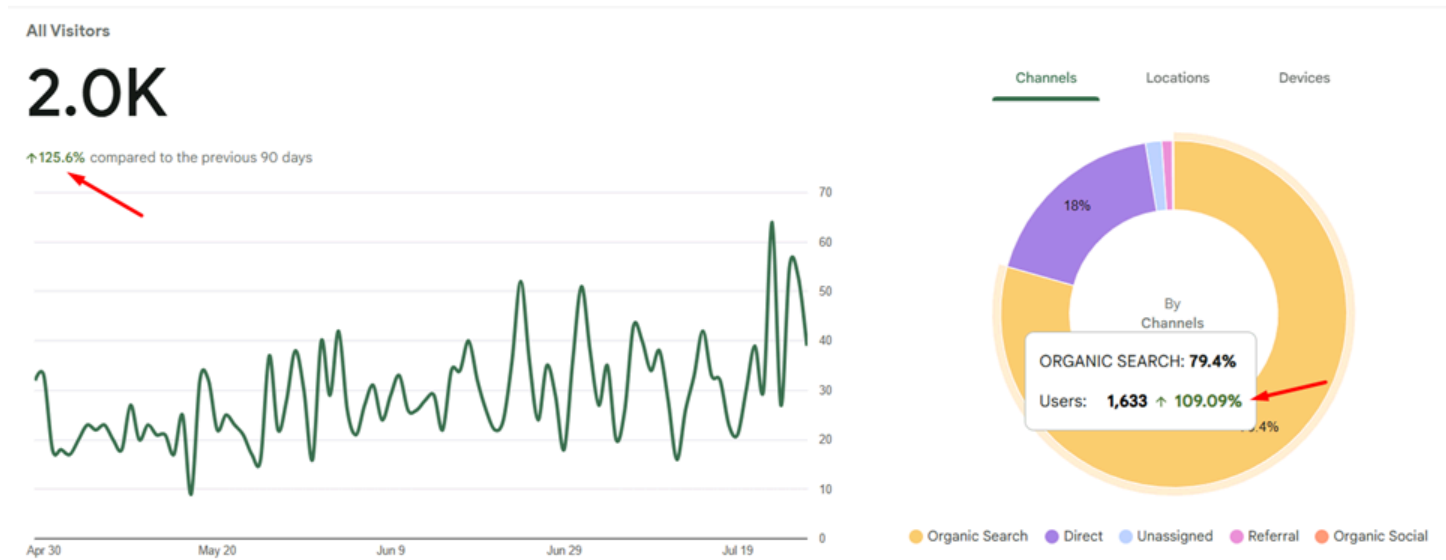
## What we did?

Mass Loaded Vinyl Australia (MLVA) has been an active SEO client since November 2024 and continues to work with us to this day. Below are the tasks we completed for them.

1. **Website Redesign** – Improved site speed performance and ensured the website is fully responsive and mobile-friendly.
2. **SEO (On-Page Optimization)** – Conducted a full technical audit and optimized content by targeting keywords with high ranking potential.
3. **Link Building** – Acquired high-quality and relevant backlinks, including guest post placements on niche-related websites.

## Project Outcome

- Organic search traffic continues to grow for the Mass Loaded Vinyl Australia website. From December 2024 to July 2025, the site reached its highest traffic milestone of approximately **2,000 visits** over 90 days, marking a **125.6% overall increase** compared to the previous 90-day period. Notably, organic search traffic alone grew by **109.09%**, highlighting the campaign's strong impact on visibility and lead generation.



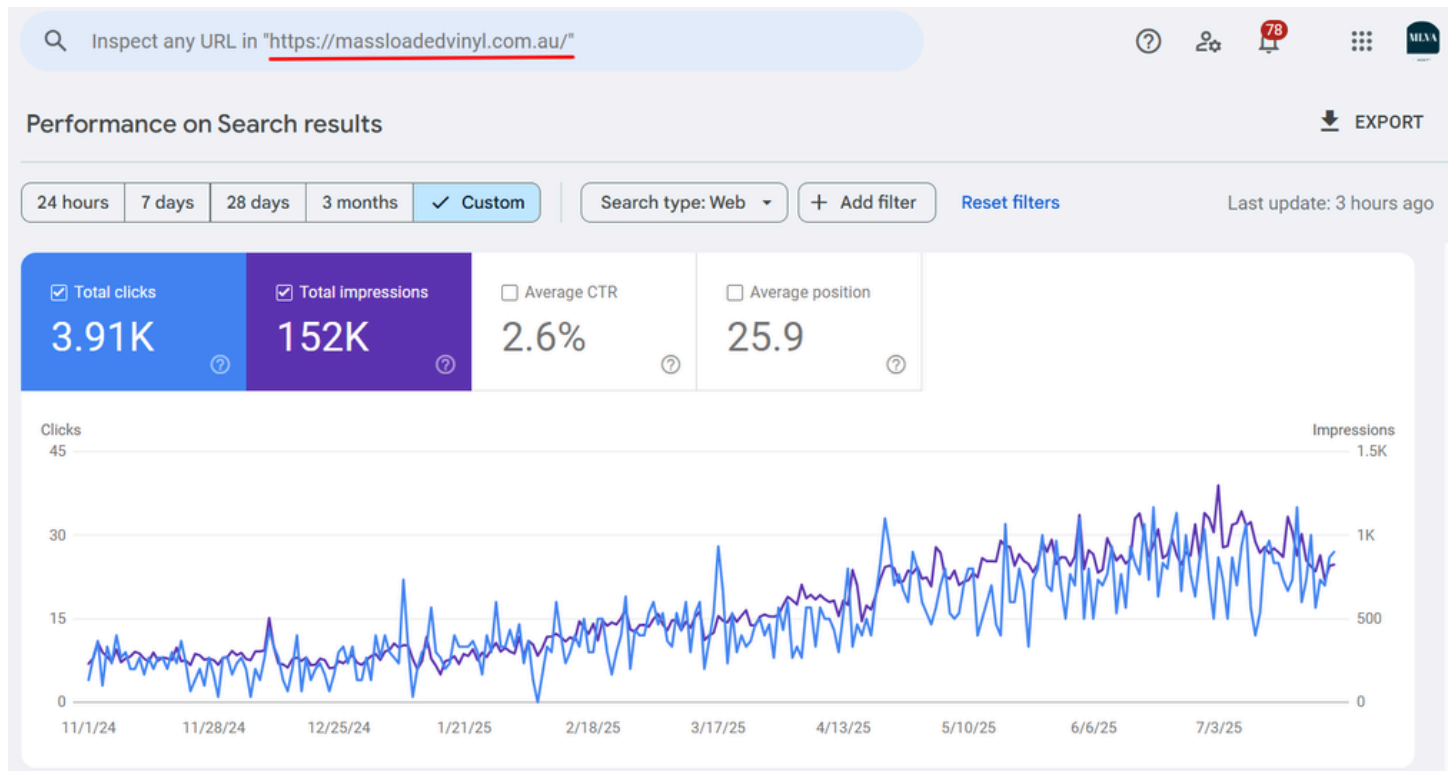
## Monthly SEO Performance Growth

This table highlights the month-over-month growth of key SEO performance metrics from January to July 2025. It includes data from Moz, Semrush, and Google Analytics, showcasing improvements in domain authority (DA), page authority (PA), organic search traffic, backlinks, and keyword rankings.

The consistent upward trend in Google clicks and visitors reflects the impact of our targeted SEO strategy and content optimization efforts

	Scores							
				Semrush				Google Analytics
Date	Moz DA	Moz PA	Google Clicks	Authority Score	Organic Search Traffics	Current Backlinks	Ranking Keywords	Visitors
Jan 2025 - 31 Days	4	18	304	8	150	35	85	313
Feb 2025 - 28 Days	4	19	283	9	380	40	104	347
March 2025 - 31 Days	8	21	425	9	428	66	121	431
April 2025 - 30 Days	12	23	516	22	206	81	153	497
May 2025 - 30 Days	13	23	595	21	158	97	164	553
June 2025 - 30 Days	11	23	727	21	397	101	191	707
July 2025 - 28 Days	13	23	659	21	426	107	191	749

## Google Search Console Click Growth



## Relevant Keywords Dominating the Rankings

<input type="checkbox"/> KEYWORD	SEARCH INTENT	PREV	CURR	DIFF	Position Serps	TRAFFIC	MONTHLY S. VOLUME
<input type="checkbox"/> mass loaded vinyl	C	1	1	-	-	248	1K
<input type="checkbox"/> mass-loaded vinyl	T	1	1	-		1	50
<input type="checkbox"/> mass loaded vinyl soundpro...	C	1	1	-	-	3	90
<input type="checkbox"/> mlv soundproofing	C	1	1	-	-	22	90
<input type="checkbox"/> mlv	N	2	1	-	-	22	880
<input type="checkbox"/> bunnings mass loaded vinyl	I	2	1	-		2	110
<input type="checkbox"/> mass loaded vinyl clark rub...	C	2	1	-		1	50
<input type="checkbox"/> soundproofing barrier	T	2	1	-		5	70
<input type="checkbox"/> soundproofing barriers	T	2	1	-		9	320
<input type="checkbox"/> mass loaded vinyl bunnings	I	2	1	-	-	2	260

*We've seen a massive boost in our ranking across Australia, especially in major cities like Melbourne, Sydney. Definitely one of the best team to recommend. - Geoff Aldridge (MLVA Business Owner)*

# Reach Out

For questions, comments, or suggestions, email the team at [kingjamescarl@gmail.com](mailto:kingjamescarl@gmail.com)

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