Antonie Meeker
ammarketingseo.com
Free SEO Call
antonie@ammarketingseo.com

AM
MARKETING

SEO CASE STUDY

From INVISIBLE to #1 on Google For National & Local SEO Keywords

Client Business Name:
LA SHEAR

Business Location:
Los Angeles, California

Client Name:
Mike Johles

Client Website:
https://lashear.com/

Goal:
Find keywords that can generate profit for client, and go for the #1 position on Google for those keywords.

SEO process - start

The first thing we always examine is the **NATURE of the clients business.** We want to see WHO his clients are so that we can adapt the strategy to GET new prospects, leads and clients.

The client is **selling Japanese shears to hair salons and hair stylists.** He also sells other equipment for hair salons, but 90% of his business is based on Japanese shears.

So his business is:

1. **Mainly local** - where he would come to the prospects salon and demonstrate several Japanese shears
2. **National** - he can also sell Japanese shears via phone if someone from some other city would call him, so he can help him/her buy Japanese shears over the phone

So we were **targeting BOTH local and national keywords.**

That is THE hardest SEO strategy because you need to create **SEPARATE pages for LOCAL and NATIONAL keywords.**

But we'll get to that later.

So here's **how we applied our SEO SCOOP system.**

SEO SCOOP SYSTEM:

S - specify
C - core
O - on-page SEO
O - off-page SEO
P - progress

S: Specify

Right now - we're **defining the keywords that we want to go after** (keywords we want to rank #1 on Google for).

Our main keyword is:

"Japanese shears"

Because **that's what the client is selling,** but that is a NATIONAL keyword. So when someone from Chicago (or any other city in the US) searches "Japanese shears", - we'll be there.

We want to make sure that we **cover the LOCAL searches and keywords as well** because the client is based in LA, and also sells locally.

So we want to focus on "Japanese shears LA / Japanese shears Los Angeles'' keywords as well.

That way, we're **covering NATIONAL searches,** when someone from Chicago, San Diego, New York searches for "Japanese shears", but we're also **DOMINATING local search results** when someone searches for "Japanese shears LA" or "Japanese Shears Los Angeles."

Since the client is **selling Japanese shears both LOCALLY and NATIONALLY** (via phone) - it makes sense to go for both.

So we've **defined our main keywords.**

It's time for the next step.

C: Core

In this step, we **want to make sure that the technical foundation** is solid so that Google can INDEX our website the right way.

Here's what we did:

1. We created Google Search Console so that our new pages get indexed ASAP and that we're able to track if any issues are preventing us from rankings
2. We created Google Analytics so that we can track our progress
3. We have optimized our robots.txt to make sure we're not BLOCKING any pages
4. We did a SPAM link disavow because some spammy backlinks were pointing to our website
5. We fixed a few shady redirects that were pointing to pages that don't exist anymore
6. We removed duplicate content because multiple pages were ranking for the same keywords, and we separated them
7. We performed "speed optimization" so that our website can run as fast as it can - faster website = better rankings

Once our technical foundation is TIGHT - it's time for the next step - content and on-page SEO.

O: on-page SEO

So the next thing we had to do is **create BETTER content for our targeted keyword than ANYTHING that's ranking right now.**

To BE #1 on Google, we had to have better content than what was ALREADY ranking number #1.

So we Googled "Japanese shears" and "Japanese shears LA / Japanese shears Los Angeles" to see what was ALREADY ranking.

We found a content article that said, "Top 8 Best Japanese Scissors". **We needed to create content that's better than that.**

We decided to create a really interactive, **in-depth article on the "Top 10 Best Japanese Shears in 2021" (better than "Top 8 Japanese Scissors").**

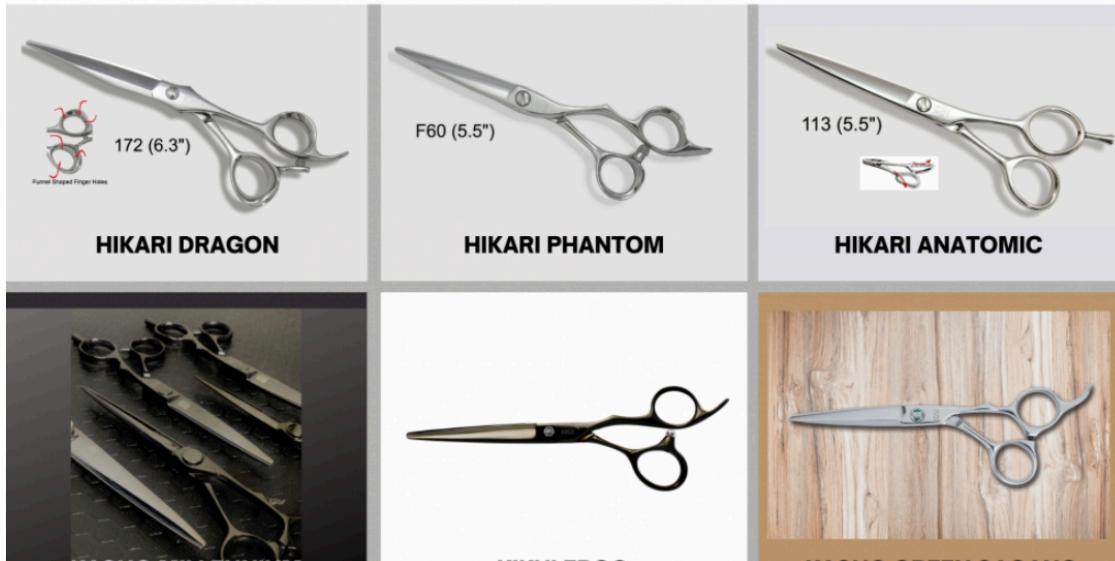Competitors have 8. Let's be better and go for 10.

So did that.

We created an in-depth article on "Top 10 Best Japanese Shears in 2021".

Top 10 Best Japanese Shears in 2021

by lashear2020 | Nov 4, 2020 | Japanese Shears | 0 comments

BEST SELLING JAPANESE SHEARS

HIKARI DRAGON — 172 (6.3")

HIKARI PHANTOM — F60 (5.5")

HIKARI ANATOMIC — 113 (5.5")

We **applied the same process to LOCAL keywords** (Japanese shears LA / Japanese shears Los Angeles).

We created content that was…

- Better
- More in-depth
- Longer

… then ANYTHING that was already RANKING for that keyword. **We've beaten them in every form and way.**

Now that we created better content - it's time to **do on-page SEO.**

Here's what we did:

1. We optimized our h1 tag (only 1 per page)
2. We optimized our subheading
3. We inserted our keyword 3-4 times in the paragraph
4. We created SMART meta titles and descriptions
5. We double-checked for any dead links
6. We added ALT tags to all the images
7. We optimized and reduced the sizes of all the images
8. We made our keyword stand out a few times by making it bold
9. We created a plan for INTERNAL linking
10. We optimized our Google My Business for those keywords as well

We were **SEO-ready, and our content was LIVE!**
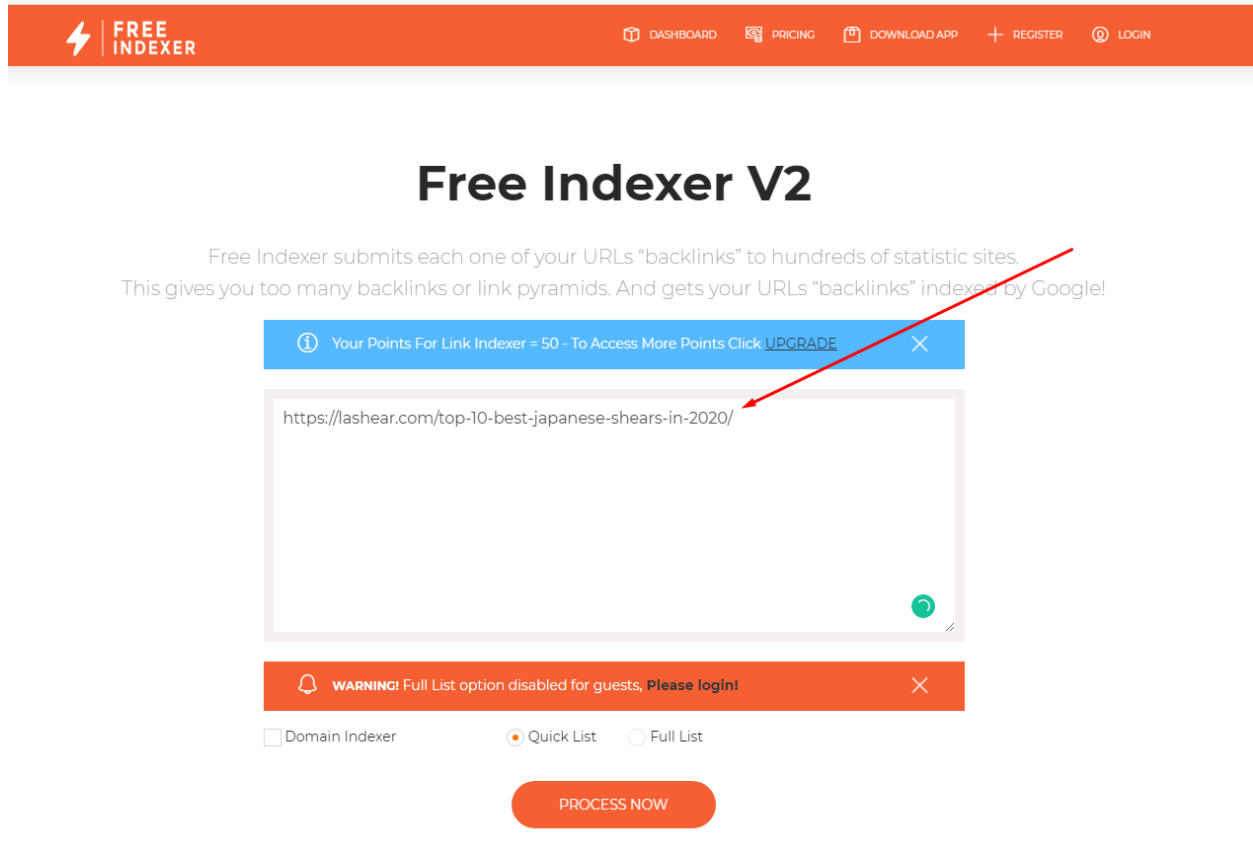
Also, as soon as we published the content, **we did two things:**

1. Request indexing on Google Search Console, so we don't have to wait for Google to FIND our content. This way, we're asking for Google to index this page, so we start ranking ASAP.
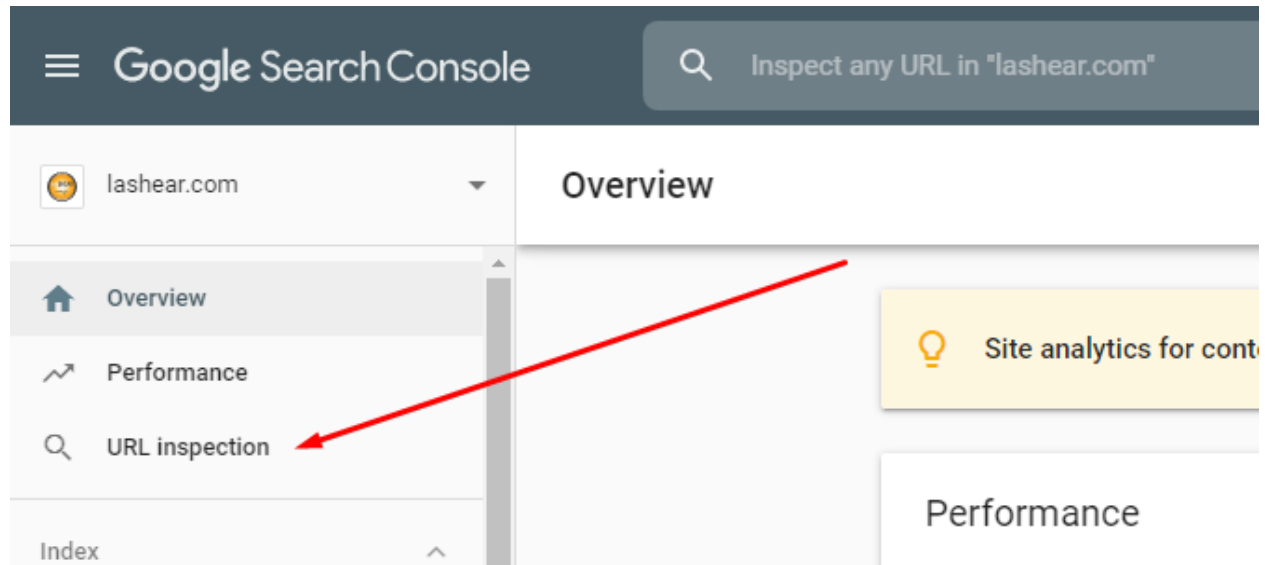
2. We used our rapid indexing tool to create some backlinks so that Google can CRAWL our website as fast as possible.

This way, **we're SHAVING MONTHS off our SEO process** because we don't have to wait for Google to stumble upon our content. We're SPEEDING up the indexation part.

Once our **content is done and our on-page SEO is tight - it's time to focus on off-page SEO (backlinks).**

O: off-page SEO (getting backlinks)

Off-page SEO means **getting backlinks.**

Backlinks are essentially links from other websites.

You can view them as votes. **The more HIGH-QUALITY VOTES a website has, the better it ranks.**

But it's not as simple as that.

In backlinks, it's all about **QUALITY.**

You can go to Fiverr and buy 50 000 backlinks for $5. And after that, you can say goodbye to ranking on Google because Google will penalize you.

You want to get a decent amount of <u>high-quality backlinks</u> with the <u>correct anchor text</u> to the <u>right SEO page.</u>

Here's an example of HIGH-quality backlink.

Chris Oseh, freelance medical writer on Kolabtree, lists the top 20 medical journals for physicians to publish in, ranked by impact factor and readership.

Medical researches and breakthrough discoveries are usually published in medical journals for the public to access. Most physicians prefer to publish their research work in high-authority medical journals because of exposure to a wider audience and the credibility linked to authors published in high impact medical journals. Getting published is often a step towards career advancement for physicians and medical doctors.

Credible medical journals are rated according to their impact factor and their peer review process. An impact factor shows the number of times articles in a journal have been cited in a year. Medical journals with high impact factors are more influential in a general or specific area of medicine. Getting published in a journal is a complex and time-consuming task: identifying a research topic, conducting research and collecting data, writing the manuscript, identifying a journal, editing and formatting the paper, getting it reviewed. To make it easy for physicians to immediately understand the top medical journals that doctors aim to publish in, here's a list of high impact medical journals and their key features.

The 4 biggest mistakes people make with backlinks are:

1. Focus on quantity. Shitty backlinks will do you no GOOD and are a great way to get your website penalized by Google.

It's also CRUCIAL to DRIP your backlinks slowly. If you get 1 000 backlinks in one day, you'll get penalized by Google.

You want to go for a **few quality backlinks EVERY week** because that's what's called a "natural backlink progress".

2. The second biggest mistake is people getting NO FOLLOW backlinks.

There are two types of backlinks. "**Do follow", which contributes to SEO, and "no follow" backlinks, which don't contribute to SEO.**

So people are like, "LOOK, I got 20 high-quality backlinks." And then we're like, "dude - they're no follow. They won't do you any good".

3. They don't use the correct anchor text. Anchor text is that blue text that the backlink is linked to. It's those 1-2-3-4 words that you're taken to a different website when you click on them. That's the anchor text.

The biggest mistake people make is they make anchors that are brand names. Now, why is that a mistake? Because with anchor text, you're telling Google what keyword that backlink is connected to. So if your anchor text is your brand name, your rankings for your brand name will increase.

"But where's the problem there?"

You're already ranking for your brand name. That doesn't make any sense to increase your rankings for your brand name.

You want your anchor text to be your target keyword.

So if you want your rankings to grow for "Japanese shears," then your anchor text should be "Japanese shears." If you want your rankings to increase for "Japanese shears Los Angeles", your anchor text should be "Japanese shears Los Angeles."

4. The fourth biggest mistake is they send backlinks to the home page, but the SEO page is not the home page. If your anchor text is "Japanese shears," you want a backlink to point to your Japanese shears page (https://lashear.com/top-10-best-japanese-shears-in-2020/), and not your home page, because you're not looking to rank that page. You're looking to rank your SEO page (lashear.com/top-10-best-japanese-shears-in-2020).

If your anchor text is "Japanese shears Los Angeles," you want your backlink to point to the "Japanese shears Los Angeles" SEO page of your website - https://lashear.com/japanese-shears-los-angeles/. **Every SEO page has its own anchor text. You want your backlink to point to your SEO page and not the home page.**

So it's not as simple as getting AS MANY BACKLINKS AS YOU CAN.

Get <u>high-quality, do-follow backlinks</u> every week, with the <u>correct anchor text</u> to the<u> right SEO page</u> - and that's the recipe for long-term SEO success. That's what we do for our clients.

And that's also where our most significant competitive advantage is.

We have our OWN network of 80+ high-quality websites we use to send backlinks to our clients, for free. So we can send high-quality, do-follow backlinks to our clients every week - with the correct anchor text.

Check this out. An average price of a **high-quality backlink is $352.92, according to Ahrefs.**

And we send about **25+ high-quality backlinks to each one of our clients EVERY single month -<u> for FREE.</u>**

That's $8,823-$10,588 worth of value/mo (and our clients get it for free).

So we don't leave it to chance and hope that some random high-quality website will give us a backlink, because the truth is - it won't.

No one will give you a backlink for free. Why would they? Trust me, we tried.

We've sent thousands of outreach emails, and no one will EVER give you free backlinks.

They're not idiots; they know the value of backlinks. Some of them will SELL you a backlink for $500, but no one will give it to you for free.

So our biggest competitive advantage is that we have our OWN network of 80+ high-quality websites we can use to send high-quality backlinks to our clients for free, every single month. No additional fees. $8,823-$10,588 in value - every month. For free.

We don't have to beg or pay anyone. Instead, we create a backlink, and voila, rankings increase.

No risk, no additional fees. But this only works if we have:

1. Chosen the right keyword
2. Have a solid technical foundation for SEO
3. Have the best content and the RIGHT on-page SEO

And you get $8,823-$10,588 worth of backlinks every month for free from us.

All the websites from our network are clean, never been penalized or deindexed by Google, and we bought them on GoDaddy auctions for hundreds (sometimes even thousands) of dollars.

So we have a high-quality backlinks FACTORY we can leverage to increase our Google rankings EACH AND EVERY MONTH. Without ANY additional fees.

And that's what we did with LA SHEAR. So here's the process:

- Define the right keywords (Japanese shears, Japanese shears LA / Japanese shears Los Angeles)
- Make sure you have a solid technical foundation to build upon
- Have the best content out there and the best on-page SEO
- Have a good backlinks strategy (backlinks from a high-quality website, with the right type of backlinks - do follow, correct anchor text and the right SEO page)

And the rankings start increasing.

Let's get to the final part.

P: Progress

This is the **part where we track our progress.**

We follow how our rankings are increasing over time.

We're following the progress in Google Analytics, Google Search Console, Ahrefs, and other SEO software.
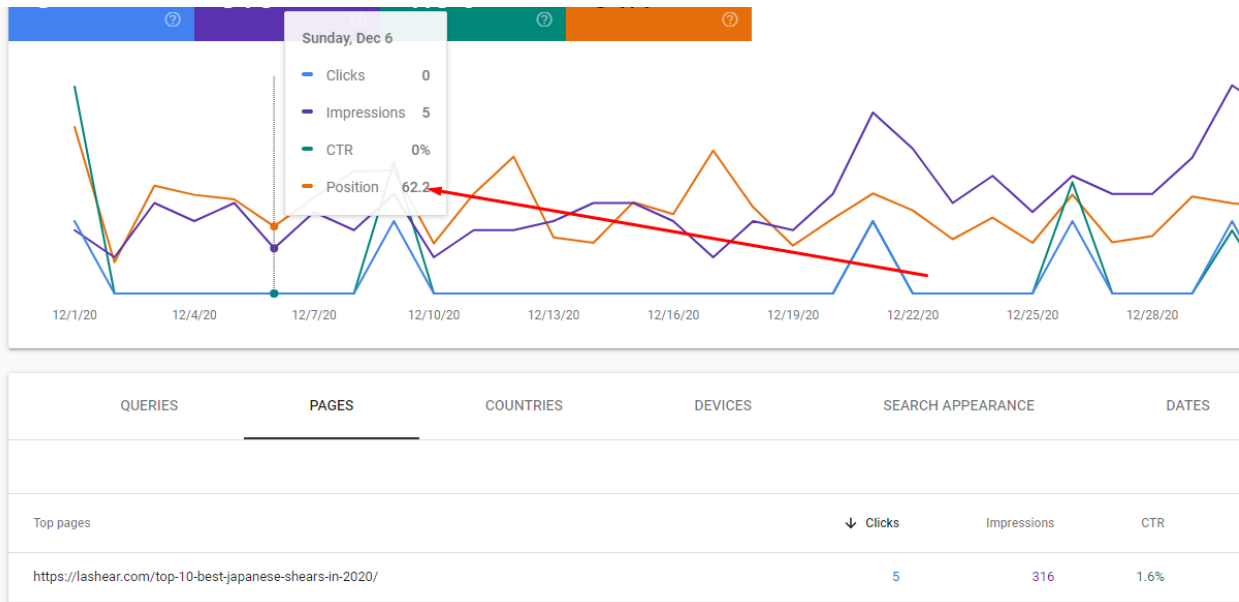
So, here's the path for GROWTH for the "Japanese shears" keyword.

We first ranked in November in position number 29 (but only for a small amount of searches, not all).
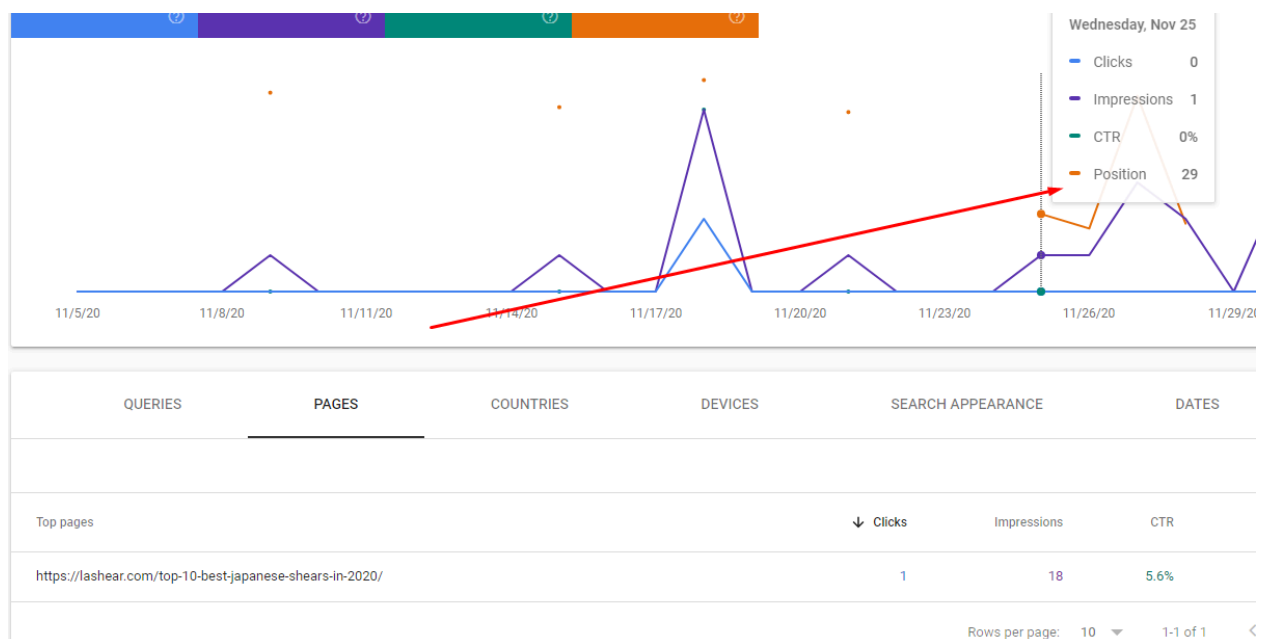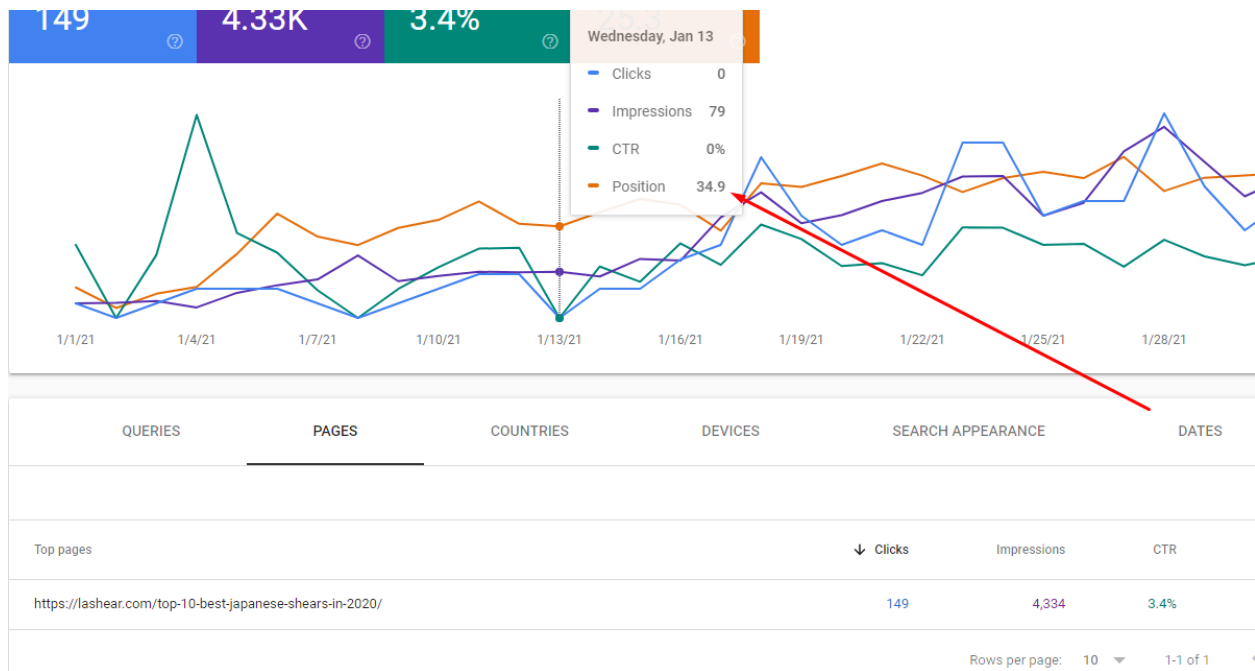

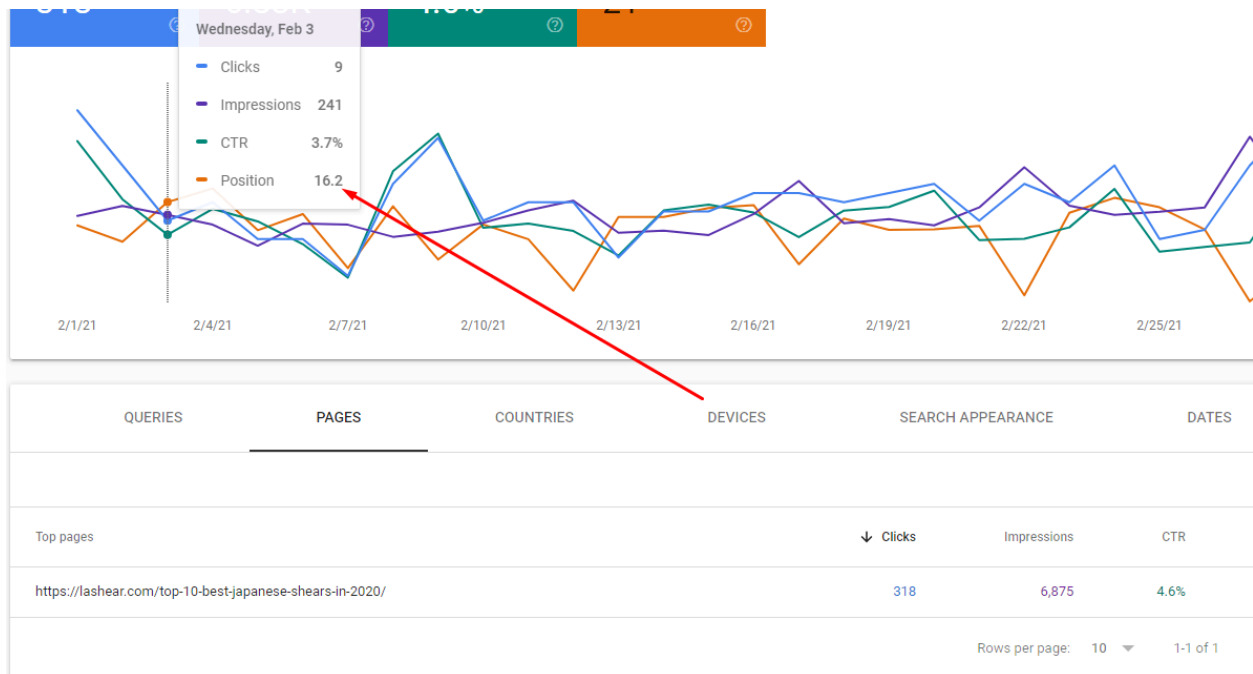In the beginning, **positions (Google rankings) go up and down all the time.**

In December, we were in position 62.2.

And then, from there - **we went to position number number 34.9 in January.**

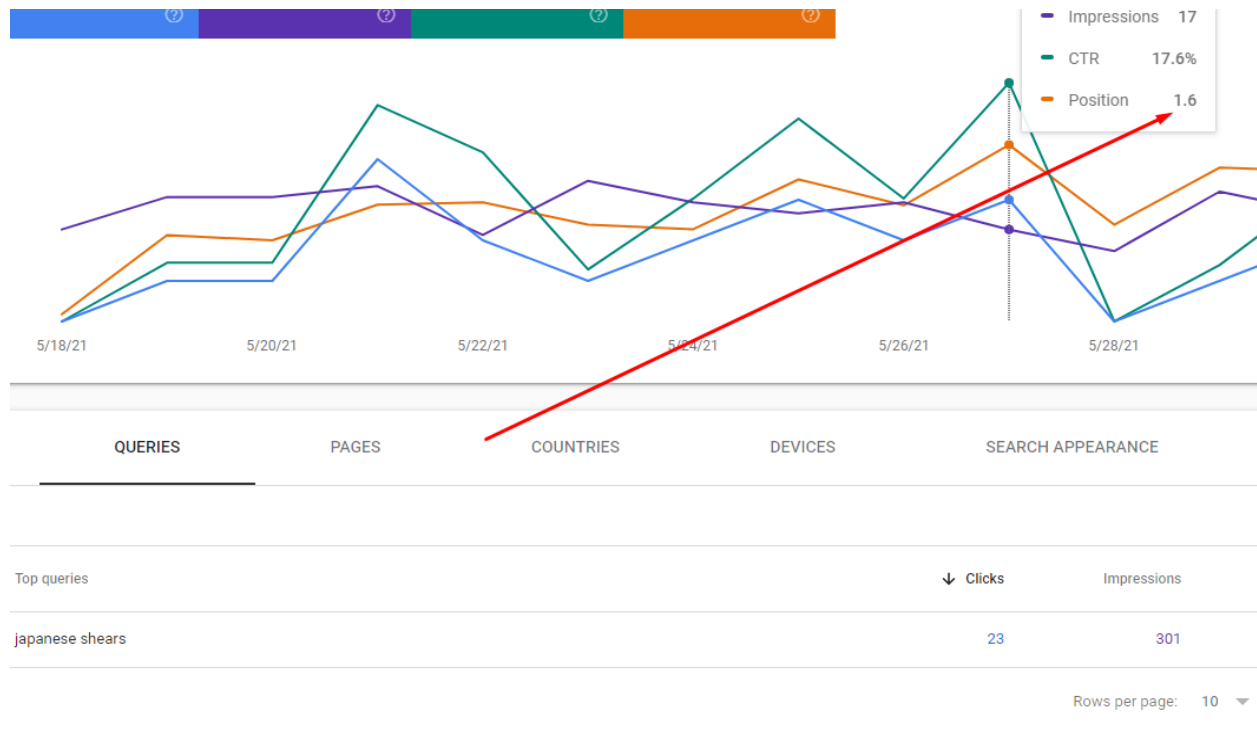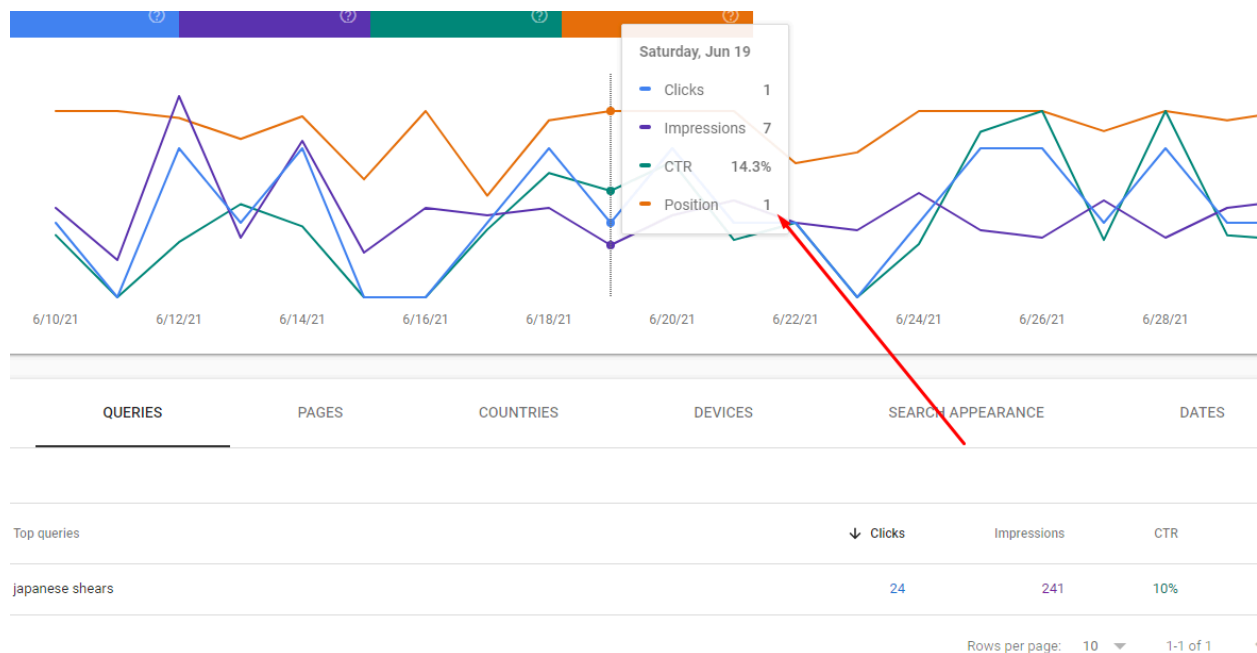Then in February, **we got to position 16.2.**

		Wednesday, Feb 3	
	Clicks	9	
	Impressions	241	
	CTR	3.7%	
	Position	16.2	

2/1/21 2/4/21 2/7/21 2/10/21 2/13/21 2/16/21 2/19/21 2/22/21 2/25/21

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Top pages	↓ Clicks	Impressions	CTR
https://lashear.com/top-10-best-japanese-shears-in-2020/	318	6,875	4.6%

Rows per page: 10 ▾ 1-1 of 1

And in March **we got to position 5.6.**

		Friday, Mar 12	
	Clicks	1	
	Impressions	25	
	CTR	4%	
	Position	5.6	

3/1/21 3/4/21 3/7/21 3/10/21 3/13/21 3/16/21 3/19/21 3/22/21 3/25/21 3/28/21

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Top pages	↓ Clicks	Impressions	CTR
https://lashear.com/top-10-best-japanese-shears-in-2020/	57	662	8.6%

Rows per page: 10 ▾ 1-1 of 1
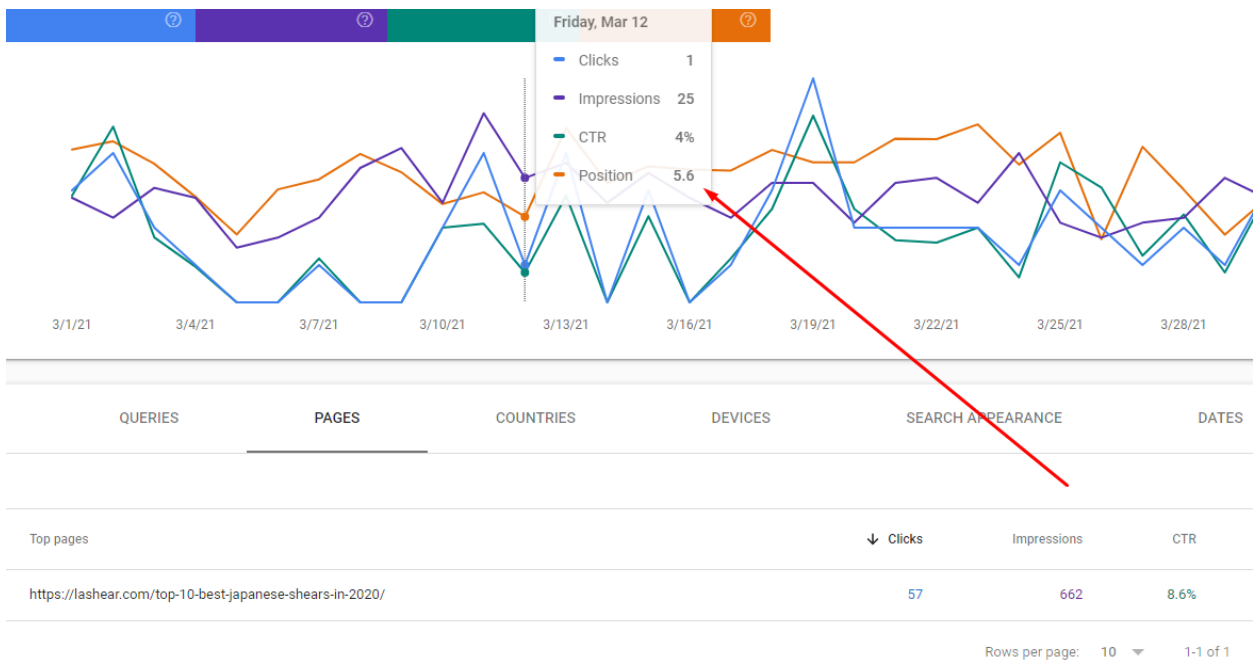
In April **we got to position 2.4.**

	Impressions	13	
	CTR	7.7%	
	Position	2.4	

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Top queries	↓ Clicks	Impressions	CTR	
japanese shears	47	588	8%	

Rows per page: 10 ▾   1-1 of 1   ‹
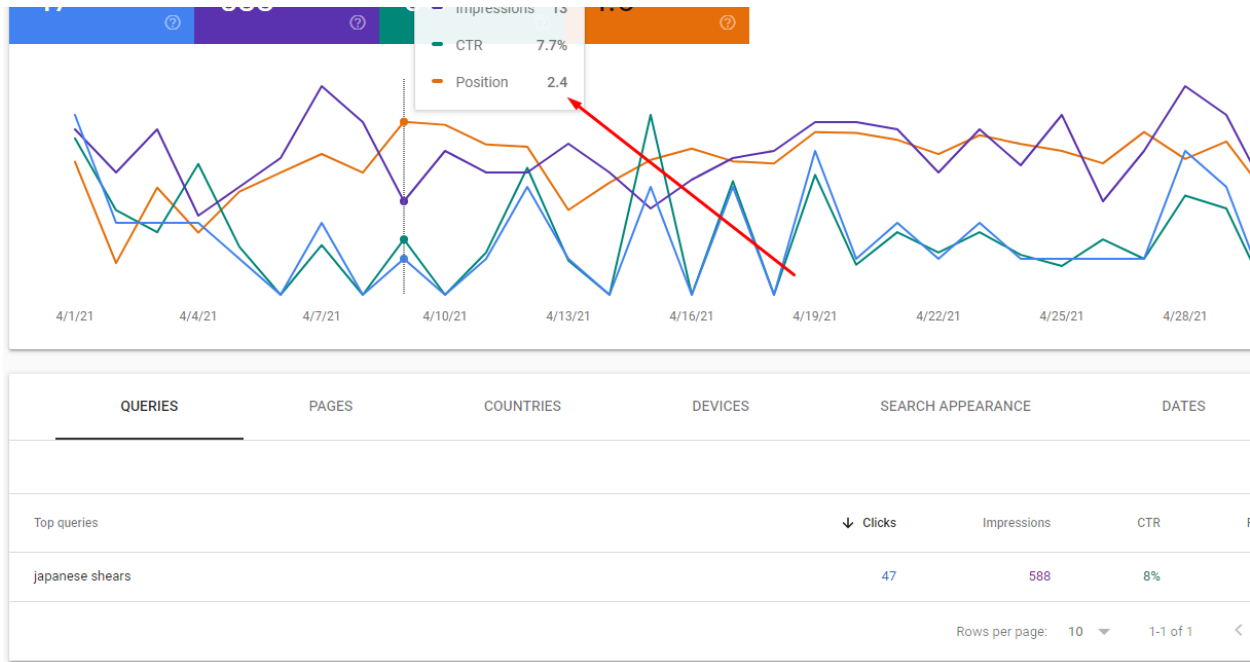
And in May, **we got to position number 1.6.**

And in June - **it's position number 1.**

And we stayed there.

But it took MONTHS to get to this position.

We started in November, and then 8 months later - we're there.
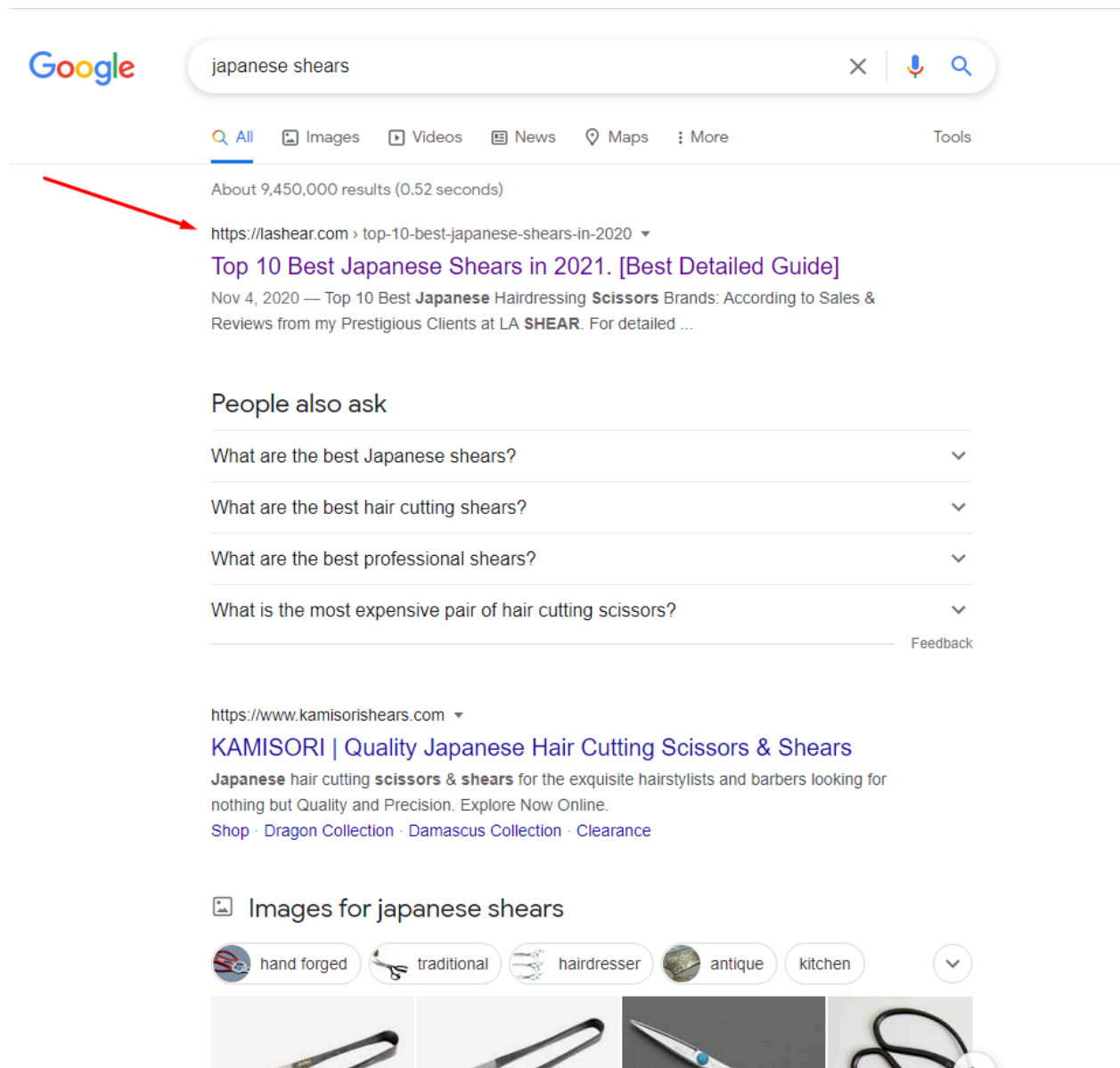
This page is our **TOP SEO performer now, getting THOUSANDS of visitors per month:**

Top pages	↓ Clicks	Impressions
https://lashear.com/top-10-best-japanese-shears-in-2020/	1,853	56,204
https://lashear.com/	356	11,384
https://lashear.com/category/hikari-shears/	230	14,374
https://lashear.com/top-selling-ys-park-combs/	213	11,070
https://lashear.com/sero/	160	5,381
https://lashear.com/category/kesho-shears/	114	6,257

And all that thanks to our PROVEN SEO SCOOP system.

Check it out - for NATIONAL keyword "Japanese shears":

Google   japanese shears   ✕ | 🎤   🔍

🔍 All   🖼 Images   ▶ Videos   📰 News   📍 Maps   ⋮ More   Tools

About 9,450,000 results (0.52 seconds)

https://lashear.com › top-10-best-japanese-shears-in-2020 ▾
Top 10 Best Japanese Shears in 2021. [Best Detailed Guide]
Nov 4, 2020 — Top 10 Best **Japanese** Hairdressing **Scissors** Brands: According to Sales & Reviews from my Prestigious Clients at LA **SHEAR**. For detailed ...

People also ask

What are the best Japanese shears?   ⌄

What are the best hair cutting shears?   ⌄

What are the best professional shears?   ⌄

What is the most expensive pair of hair cutting scissors?   ⌄

                                                      Feedback

https://www.kamisorishears.com ▾
KAMISORI | Quality Japanese Hair Cutting Scissors & Shears
Japanese hair cutting **scissors** & **shears** for the exquisite hairstylists and barbers looking for nothing but Quality and Precision. Explore Now Online.
Shop · Dragon Collection · Damascus Collection · Clearance

🖼 Images for japanese shears

🔴 hand forged   ✂ traditional   hairdresser   🟢 antique   kitchen   ⌄

For local keyword - "Japanese shears Los Angeles":

We can do the same for your website.

We help business owners **save money on SEO & get better SEO results.**

We help you **pay LESS and get MORE value.**

Let's see how we compare to an average SEO company from the US:

	AM Marketing SEO (us)	SEO COMPANY FROM THE US
SEO pricing:	$395/mo	$3,000/mo
SEO value you get:	$396/mo worth of SEO software $3,000/mo value of SEO experts $8,823-$10,588 worth of backlinks/mo	$396/mo worth of SEO software $3,000/mo worth of SEO experts
Total value you get:	**$12,219/mo - $13,984/mo**	**$3,396/mo**
Total price you pay:	**$395/mo**	**$3,000 + backlinks ($500 - $10,000/mo)**

We're also **cheaper than YOU doing SEO yourself.**

To do SEO yourself, **you'd need all the top (paid) SEO tools like Ahrefs, Moz, SemRush, SpyFu, Majestic, KW Finder tool, etc.**

All these **premium SEO tools you'll need cost $396/mo.**

Our **SEO plans start at $395.**

And we already have all these tools, and we'll use them to do SEO on your website.

So if you choose to do SEO yourself - that will cost you $396/mo.

If you hire us, that will cost you $395/mo.

That's why we're cheaper than you doing SEO yourself. On top of all that - you get an elite team of proven SEO experts to work for you (with a proven track record).

You also get **UNLIMITED backlinks** (value - $20,000+ / $8,823-$10,588/mo) and all the premium SEO tools you need (value $396/mo).

So don't wait - **book a free SEO call**, and let's get you to #1 on Google too!