

# SEO CASE STUDY

## AGRICULTURAL EQUIPMENT

### Prior to SEO

The client approached us in Sept 04, 2020 with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services, they had zero keywords ranking on the first page of major search engines.

### SEO APPROACH

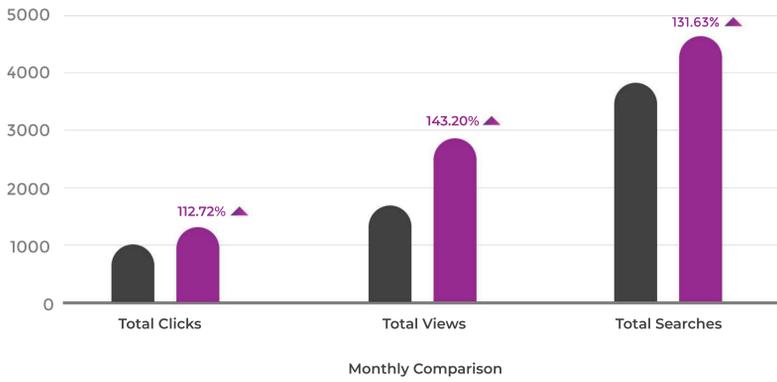
- We identified how potential customers were searching through extensive **keyword research**.

- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.

#### Google My Business

For 1531 Harold road Nanaimo, BC, V9X 1T4

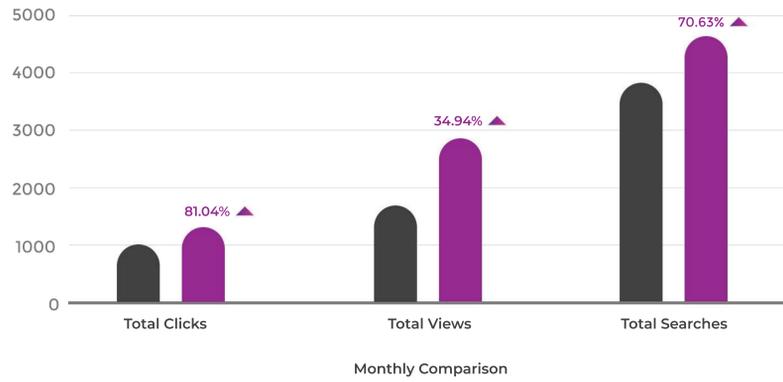
● Sept 2020 ● May 2021



#### Google My Business

4228 Cowart Road Prince George, BC, V2N 6H9

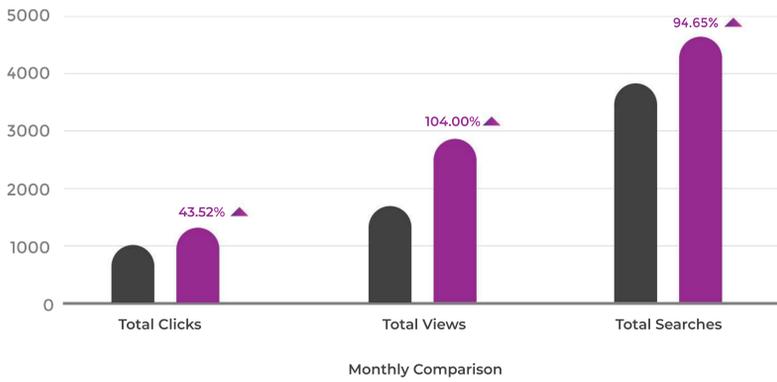
● Sept 2020 ● May 2021



#### Google My Business

10501 100 Street La Crête, Alberta, T0H 2H0

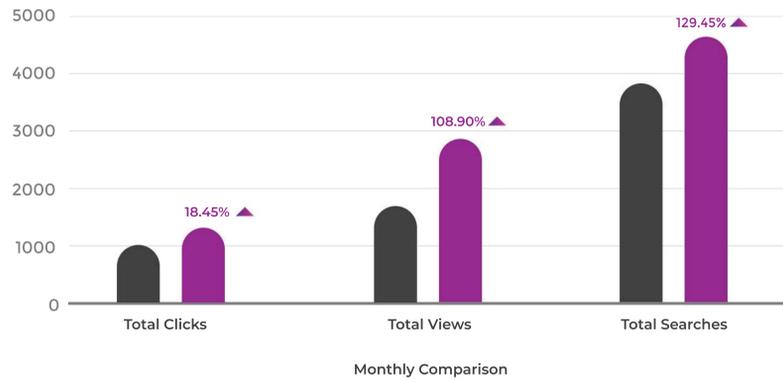
● Sept 2020 ● May 2021



#### Google My Business

11520 101 Avenue Fairview, Alberta, T0H 1L0

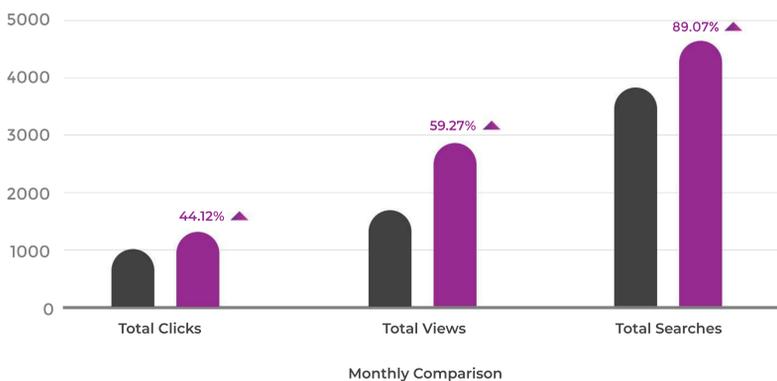
● Sept 2020 ● May 2021



#### Google My Business

8025 Dallas Drive Kamloops, BC, V2C 6X2

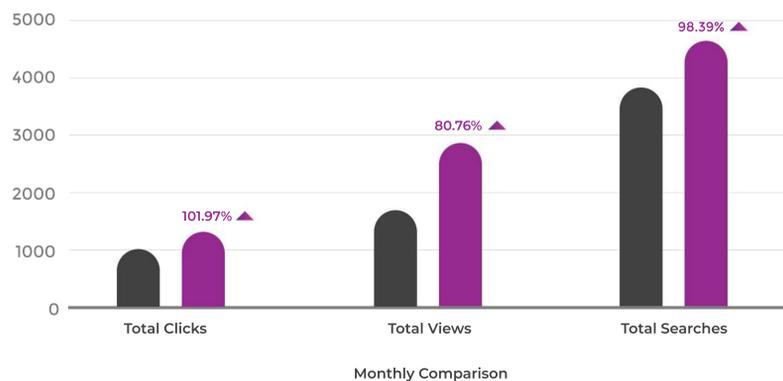
● Sept 2020 ● May 2021



#### Google My Business

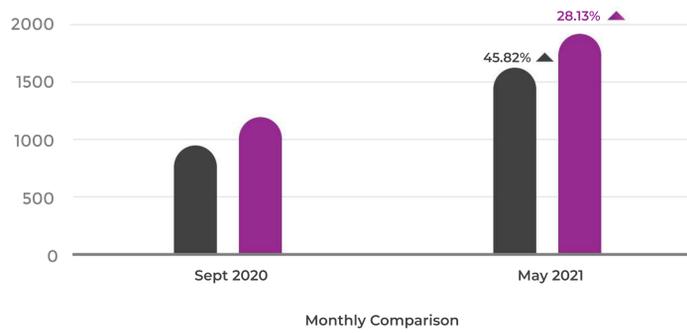
22661 Fraser Hwy Langley, BC, V2Z 2T5

● Sept 2020 ● May 2021



#### Google Analytics Insights

● Organic Traffic ● Total Sessions



### Keywords Ranking on First Page in Major Search Engines

#### BENCHMARK

Sept 2020



**44 Targeted keywords**

Were Ranking on Page 1.

#### BY MAY 2021

May 2021



**197 keywords**

Now rank on the first page of search engines.