

# SEO CASE STUDY

## DIGITAL MARKETING COMPANY

### Prior to SEO

The client approached us in September 2019 with very limited online visibility. 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 0 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.
- We developed and distributed **SEO friendly content** on relevant websites.

### GOOGLE ANALYTICS DATA



**76.66%**

Increase in Overall Website Traffic.

**1,337** Overall visits received in the last six months.



**32.14%**

Growth in Google Organic Traffic.

**472** organic visit received in the last six month.



**61.95%**

Increase in website page views.

**4,483** page views received in the last six month.

### Google My Business



**42.58%**

Increase in Overall GMB Sessions. 604 Overall visits received in the last six months.



**41.89%**

Growth in GMB Organic Sessions. 257 organic visits received in the last six month.



**32.12%**

Increase in website clicks. 716 page views received in the last six month.

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

#### BENCHMARK

October 2019

At the Start of Campaign, the website ranking for **2 keywords** on Page 1.

#### AFTER 60 DAYS

December 2019

60 days later, the website went from ranking for 2 keywords on Page 1 of results to ranking for **7 keywords** on the first page.

#### BY FEBRUARY 2020

February 2020

The momentum of the campaign is in full throttle as they now rank on the first page of search engines for **14 keywords**

Higher rankings, improved visibility and compelling content to drive traffic and business online and on mobile.