

# SEO CASE STUDY

## PLUMBING

### Prior to SEO

A Plumbing company came in November of 2017 with some online presence. They wanted to improve their local presence by increasing organic rankings, website traffic and 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 ensured that all name, address and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We **created** and **distributed videos** about the business.

### GOOGLE ANALYTICS DATA



**266.10%**

Increase in Overall Website Traffic.

**1,069** overall visits received in the last 3 months.



**313.59%**

Increase in Google Organic Sessions.

**761** organic visits received in the last 3 months.



**160.80%**

Increase in Website Page Views.

**1,690** page views received in the last 3 months.

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

#### AFTER 3 MONTHS

February 2018

90 days later,  
**25 keywords** were  
ranking on page 1 in Google. An  
increase of 400% as  
compared to before SEO.

#### BY AUGUST 2018

August 2018

Currently,  
**52 keywords**  
are ranking on  
Page 1 in Google.

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