SEARCH ENGINE OPTIMIZATION

CASE STUDIES

Steps to Reach The Top

Timeline of your marketing campaign

First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.

Second Step

Tracking code setup and implementation so we monitor the analytics on your campaign.

Third Step

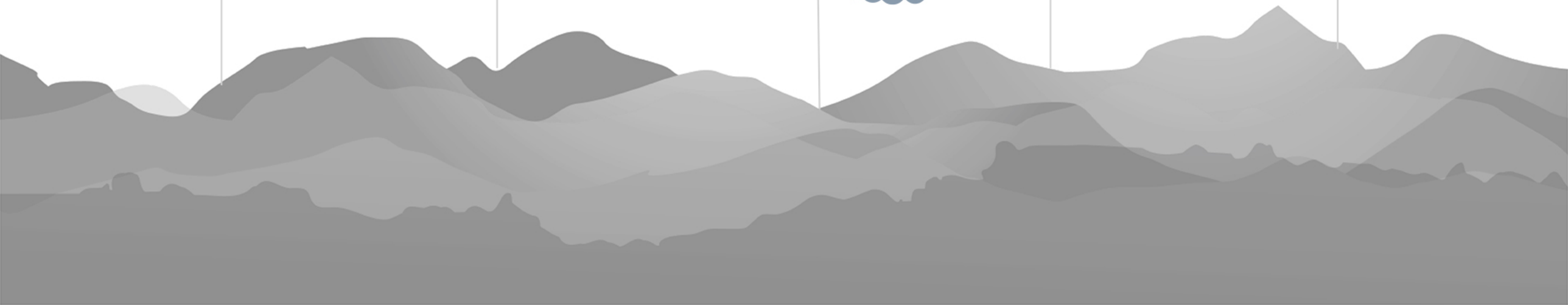
Next, we perform keyword research to find out what keywords would be best for your campaign.

Fourth Step

It's go time. Now that you have reviewed the keywords that we're targeting, it's time to start optimizing.

Fifth Step

A team of SEO experts will optimize your account to gradually improve performance and ROI.



Problem

The customer wanted to generate more leads for his local dog training and daycare business. She was only generating leads from local referrals and networking events. She was struggling because she didn't have a steady stream of new leads coming in on a daily basis.

Solution

We ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive keywords within the first couple of months.

Key Metrics

27
keywords ranked on page 1

1,000+
monthly visitors from organic searches

2nd
placement in the local Google Maps searches

	Keyword	SERP Features	27 Aug	Diff	CPC	Vol.
1.	puppy classes jacksonville fl		2	↑1	0.20	20
2.	dog training jacksonville		3	↑1	2.77	40
3.	dog trainers jacksonville fl		3	↑2	2.21	40
4.	dog training in jacksonville florida		3	↑3	n/a	90
5.	dog training in jacksonville focus kw		3	↑2	4.55	260

Problem

The customer wanted to generate more leads for his local home building services. He did SEO in the past with other companies and didn't get any results.

Solution

We ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive home building keywords within the first couple of months.

Key Metrics

33
keywords ranked on page 1

750+
monthly visitors from organic searches

1st
placement in the local Google Maps searches

	Keyword	SERP Features	27 Aug	Diff	CPC	Vol.
1.	spring hill home builders		1	0	n/a	40
2.	palm coast builders		1	↑2	1.13	70
3.	home builders in palm coast fl		1	↑2	2.09	40
4.	westland farm		1	0	n/a	10
5.	home builders spring hill fl		1	0	2.04	110

Problem

The customer wanted to generate more leads for his local locksmith services. He had a website for 3 years, but never ran any SEO campaigns. The website acted as his business card and nothing more.

Solution

We ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive locksmith keywords within the first couple of months.

Key Metrics

9
keywords ranked on page 1

450+
monthly visitors from organic searches

1st
placement in the local Google Maps searches

	Keyword	SERP Features	27 Aug	Diff	CPC	Vol.
1.	locksmith guy search console import 5 25 2018		1	0	5.92	30
2.	residential locksmith palm beach gardens search console import 5 25 2018		3	↑41	n/a	10
3.	good locksmith search console import 5 25 2018		4	↑2	n/a	10
4.	my locksmith search console import 5 25 2018		5	↑95	5.27	10
5.	automotive locksmith search console import 5 25 2018		6	↑4	7.93	9,900

Problem

The customer wanted to generate more leads for his local pool repair services. He never had any online presence, not even a website.

Solution

We started off building a responsive website which we knew would convert visitors. We then ran a highly optimized SEO campaign to start generating organic traffic and leads from their website. We were able to land multiple first page placements for highly competitive pool repair keywords within the first couple of months.

Key Metrics

22
keywords ranked on page 1

850+
monthly visitors from organic searches

1st
placement in the local Google Maps searches

	Keyword	SERP Features	27 Aug	Diff	CPC	Vol.
1.	boynton beach pool automation		1	0	n/a	n/a
2.	pool maintenance boynton beach fl		1	0	n/a	30
3.	pump repair boynton beach		1	0	n/a	n/a
4.	pool repair in boynton beach		1	0	n/a	10
5.	boynton beach pool filter repair		1	0	n/a	n/a

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