

# SEO CASE STUDY

## DIGITAL MARKETING COMPANY

### Prior to SEO

The client approached us in September 2019 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 just one keyword 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 months.



**61.95%**

Increase in website page views.

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

## 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 months.



**32.12%**

Increase in website clicks. 716 pages views received in the last six months.

## Keywords Ranking on First Page in Major Search Engines

### BENCHMARK

October 2019



**2 Keywords**

On Page 1 at the Start of Campaign.

### AFTER 60 DAYS

December 2019



**7 Keywords**

On the first page 60 days later.

### BY FEBRUARY 2020

February 2020



**14 Keywords**

The momentum of the campaign is in full throttle. First Page rankings.