

seo case study

Construction

Campaign Information

Industry: Construction — Bathroom & Kitchen Remodeling

Location: Houston, TX

Campaign Type: Local

Goal: Rank in Houston and expand to the surrounding areas.



Strategy

The client's two primary services were bathroom and kitchen remodeling. After consulting with the owner, we recognized their many secondary services would rank really well in their area. In just 3 weeks, the client had 2 keywords on the first page of Google! Once they began ranking with more of their primary keywords, we directed attention to their secondary services. This focus will help create more authority for their company and website.

Results

KEYWORD PHRASE	PAGE	RANK
bathroom remodeling services houston tx	3 ↗ 1	29 ↗ 2
kitchen remodeling services houston tx	2 ↗ 1	17 ↗ 3
kitchen remodeling houston tx	2 ↗ 1	20 ↗ 10
bathroom remodeling houston tx	4 ↗ 3	41 ↗ 30
siding replacement houston tx	9 ↗ 8	92 ↗ 73

Performance

23

Avg ranking for all keywords

4

Keywords on page 1 of Google

seo case study

HVAC

Campaign Information

Industry: HVAC

Location: Greenville, SC

Campaign Type: Local

Goal: Build authority for both operating business locations



Strategy

Once we finished building their website, we started ranking our client on the first page of Google. Their custom site gave us a strong foundation for the campaign and allowed us to focus on business directories, custom blog posts, and offsite link building. After stabilizing, we targeted new keywords to expand their reach and began focusing on both of their physical locations. With 14 keywords currently on page 1, our team will ramp up marketing efforts to help them dominate their industry.

Results

KEYWORD PHRASE	PAGE	RANK
residential heating greenville sc	2 ↗ 1	16 ↗ 2
residential heating services greenville sc	4 ↗ 1	39 ↗ 2
hvac contractor greenville sc	4 ↗ 1	42 ↗ 3
hvac greenville sc	3 ↗ 1	26 ↗ 3
air conditioning contractor greenville sc	3 ↗ 1	29 ↗ 3

Performance

14

Keywords on page
1 of Google

62%

Avg increase in all
keyword rankings

51%

Avg page increase for
all keywords

seo case study

Plumbing

Campaign Information

Industry: Plumbing — Clogged and Damaged Drain Services

Location: Trumbull, CT

Campaign Type: Local

Goal: First page Google keyword rankings in Trumbull and the surrounding area.



Strategy

After a thorough website analysis, our SEO specialists created custom content for the website while simultaneously working on business directories, local business citations, website bookmarking, and offsite link building to grow online authority. With keywords stabilized in the local area, our team will begin targeting the surrounding cities, Easton, Shelton, and Stratford.

Results

KEYWORD PHRASE	PAGE	RANK
drain cleaning services trumbull ct	4 ↗ 1	38 ↗ 4
drain cleaning monroe ct	11 ↗ 1	101 ↗ 3
24 7 plumbing services monroe ct	4 ↗ 1	31 ↗ 5
drain cleaning services monroe ct	11 ↗ 1	101 ↗ 5
sewer line repair trumbull ct	11 ↗ 1	101 ↗ 6

Performance

4.6

**Avg Page Increase
for Keywords**

36%

**Increase in Monthly
Organic Traffic**

7

**Keywords on page 1
of Google**

seo case study

Plumbing

Campaign Information

Industry: Plumbing — Installation and Repair

Location: Springfield, IL

Campaign Type: Local

Goal: Generate new, prospective leads in local and surrounding areas.



Strategy

After a brief website audit, our team began working on creating dedicated pages for different services to optimize the targeted terms. Our professional writers created new, engaging copy to highlight and differentiate each service. We've also taken to expanding their backlink portfolio, submission to numerous business directories, and writing custom blog posts.

Results

KEYWORD PHRASE	PAGE	RANK
sewer line repair sangamon county il	10+ ↗ 1	100+ ↗ 1
sewer repair sangamon county il	10+ ↗ 1	100+ ↗ 1
sewer line replacement sangamon county il	10+ ↗ 1	100+ ↗ 1
drain cleaning sangamon county il	10+ ↗ 1	100+ ↗ 1
drain clearing sangamon county il	10+ ↗ 1	100+ ↗ 1

Performance

2

Avg ranking for all keywords

11

Keywords ranked top five on Google page 1

12

Keywords on page 1 of Google

seo case study

eCommerce

Campaign Information

Industry: Specialty Foods — Caviar

Location: Brooklyn, NY

Campaign Type: National

Goal: Expand their online reach and begin ranking nationally.



Strategy

Initial tasks were focused on local authority. As a niche product, keyword ranks increased rapidly and focus was switched to a national campaign. Implementation of onsite copy, per the request of the SEO specialist, increased organic site visits exponentially. While the COVID-19 pandemic did impact their site at first, previous work of strengthening the client's authority through back-linking and targeted blog posts allowed them to rebound quickly and nearly doubled the amount of organic traffic they received in 2019.

Results

KEYWORD PHRASE	PAGE	RANK
reserve caviar brooklyn ny	10 ↗ 1	101 ↗ 1
tsar reserve caviar brooklyn ny	10 ↗ 1	101 ↗ 1
russian osetra caviar for sale online	10 ↗ 1	101 ↗ 1
tsar reserve caspian osetra caviar online	10 ↗ 1	101 ↗ 5
russian osetra caviar online	10 ↗ 1	101 ↗ 9

Performance

13

Keywords on Page 1 of Google

173%

Increase in Organic Traffic YOY

1

Avg Ranking for All Keywords

seo case study

eCommerce

Campaign Information

Industry: eCommerce : Luxury Goods

Location: Miami, FL

Campaign Type: National

Goal: Grow organic rankings and become visible for big name brand bags on a national level



Strategy

Our team started this campaign with aggressive link building strategies that saw immediate success. After seeing a pretty quick ranking result, we were able to move towards much more competitive terms only two months into the campaign. Since the site was in good health, we updated relevant on-site content to incorporate the targeted keywords. We have continued to write optimizable copy and focus a majority of our efforts on off-site link building.

Results

KEYWORD PHRASE	PAGE	RANK
hermes birkin bags for sale	6 ↗ 1	62 ↗ 1
buy hermes birkin bags	6 ↗ 1	57 ↗ 2
hermes 32cm kelly bag	1 ↗ 1	7 ↗ 1
hermes 35cm kelly bag	1 ↗ 1	6 ↗ 1
hermes 30cm birkin bag	1 ↗ 1	8 ↗ 1

Performance

7%

Increase in organic traffic

27

Avg increase in keyword rank

14

Keywords on page 1 of Google

seo case study

Interior Design

Campaign Information

Industry: Interior Design — Full Service

Location: Sonoma, CA

Campaign Type: Local

Goal: Rank locally to start attracting new clientele



Strategy

To kickstart this campaign, our team performed hours of keyword research to help us select the most influential keywords for our client's goals. We also gathered the necessary information to begin listing their business on as many directories as possible. To highlight the success of and the services offered by our client, many onsite recommendations were made to parse out their website's data and generate a more streamlined user experience. Only three months in, this campaign is already seeing tremendous growth and we anticipate more success in the future.

Results

KEYWORD PHRASE	PAGE	RANK
high end interior designer marin county ca	3 ↗ 2	30 ↗ 15
interior designer marin county ca	6 ↗ 4	57 ↗ 34
high end residential interior designer marin county ca	7 ↗ 5	69 ↗ 47

Performance

32%

**Avg page Increase
for keywords**

80%

**Increase in avg
organic daily traffic**

41%

**Avg rank increase for
keywords**

seo case study

Restaurant

Campaign Information

Industry: Restaurant

Location: Nashua, NH

Campaign Type: Local

Goal: Revitalize online presence to increase local foot traffic



Strategy

Emphasizing their unique take-out dining option, we were able to make our client stand out and perform crucial onsite optimizations. These changes, along with our targeted keyword strategy, made their site easier to find in a wider area by search engines and potential customers. Our client now has 8 competitive keywords on page 1 of Google, over 300 Google reviews, and is featured on both TripAdvisor and Yelp with extremely positive feedback.

Results

KEYWORD PHRASE	PAGE	RANK
oriental restaurant amherst nh	11 ↗ 1	101 ↗ 3
oriental restaurant nashua nh	11 ↗ 1	101 ↗ 4
chinese restaurant nashua nh	11 ↗ 1	101 ↗ 5
nashua nh chinese restaurant	11 ↗ 1	101 ↗ 5
chinese restaurant amherst nh	11 ↗ 1	101 ↗ 7

Performance

57%

Increase in direct traffic

23%

Increase in new users

8

Keywords on page 1 of Google