

# SEO Success

This Company is local Engineering Services chain



## Before SEO

The client came to us in June of 2020, 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 0 keywords ranking on the first page of major search engines.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed and 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

**By Oct 2021**

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



\*Major Search Engines defined as Google and Bing

Google Analytics Data

**2359.54%**

Increase in Overall Website Traffic. **4,255** Overall visits received in last 6 months.

**410.74%**

Increase in Google Organic Sessions. **618** Organic visits received in last 6 months.

**167.48%**

Increase in Website Pageviews. **4,807** Pageviews received in last 6 months.

Google My Business Data

Direct Search

**27.46%**

**598** Customers who find your listing searching for your business name or address.

Discovered through keywords

**72.54%**

**1.5k** Customers who find your listing searching for a category, product, or

**15.61 %**

Increase in Total Searches. **2.1k** searches received in last 6 months.

**17.66 %**

Increase in Total Views. **2.4k** views received in last 6 months.

**7.37 %**

Increase in Total Actions. **217** action received in last 6 months.