



# SEO CASE STUDY

## ROOFING SERVICES

Campaign Type: Local Campaign

Campaign Launch Month: August 2019

### SEO 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.

### KEYWORDS RANKING

- AUG 19** **0 Targeted keywords**  
Ranked on the first page of search engines
- JAN 20** **13 Targeted keywords**  
Now rank on the first page of search engines
- AUG 20** **29 Targeted keywords**  
Now rank on the first page of search engines

Google Analytics ● Organic Traffic ● Total Sessions

