# SEO CASE STUDY PLUMBING

### **Prior to SEO**

A Plumbing company came in November of 2017 with some online presence. They wanted to improve their local presence by increasing organic rankings, website traffic and clientele. At the time they signed on for our SEO services, they had 0 keywords 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 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 websites.

## GOOGLE ANALYTICS DATA

## 266.10%

Increase in Overall Website Traffic.

1,069 overall visits received in the last 3 months.

# **313.59%**

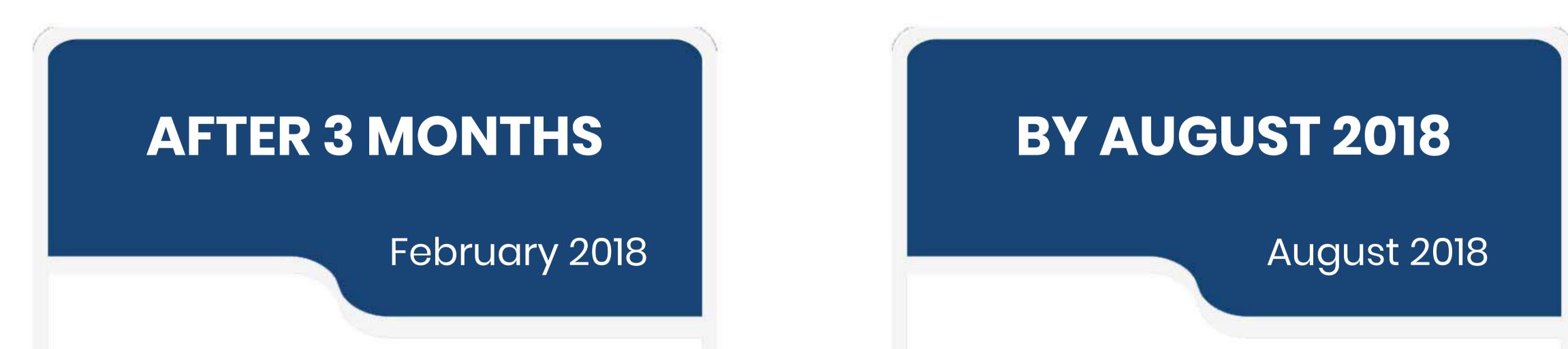
Increase in Google Organic Sessions. 761 organic visits received in the last 3 months.



• We created and distributed videos about the business.

Increase in Website Page Views. 1,690 page views received in the last 3 months.

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



90 days later, 25 keywords were ranking on page 1 in Google. An increase of 400% as compared to before SEO.

Currently,

#### 52 keywords

are ranking on

Page 1 in Google.

Higher rankings, improved visibility and compelling content to drive traffic and business online and on mobile.