

SEO CASE STUDY

FIREARMS TRAINING

Prior to SEO

A firearms training company came in March of 2017 with some online presence. They wanted to improve their local presence by increasing organic and website traffic as well as clientele. At the time they signed on for our SEO services, they had just 34 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.
- We **created** and **distributed videos** about the business.

KEYWORDS RANKING ON FIRST PAGE IN MAJOR SEARCH ENGINES

AFTER 3 MONTHS

June 2017

90 days later, the website went from ranking for just 34 keywords on Page 1 of results to ranking for **114 keywords** on the first page. An increase of 235%.

AFTER 6 MONTHS

September 2017

They ranked on the first page of search engines for **253 keywords**. An increase of more than 644% since start of the campaign.

BY MARCH 2018

March 2018

The momentum of the campaign was in full throttle as they now rank on the first page of search engines for **304 keywords**. An increase of more than 794%.

GOOGLE ANALYTICS DATA



133.13%

Increase in Overall Website Traffic.

17,312 overall visits received in the last 3 months.



146.60%

Increase in Google Organic Sessions.

11,938 organic visits received in the last 3 months.



143.83%

Increase in Website Page Views.

74,408 page views received in the last 3 months.

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