

CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

A 98.83% Surge in Web Traffic for a
Transportation Management Services Company

Transportation Management Services Company



OVERVIEW



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This case study outlines the efforts of a well-established transportation management services company based in Memphis, Tennessee, aimed at enhancing its online visibility and attracting more customers through search engine optimization (SEO). It provides a comprehensive overview of the strategies implemented and the outcomes achieved within a defined timeframe.



ABOUT THE CLIENT

Headquartered in Memphis, Tennessee, our client is a respected provider of transportation management services with a long-standing reputation. Specializing in serving logistics companies, they are supported by a skilled team that excels in delivering timely, efficient, and cost-effective solutions.



PROBLEM STATEMENT

The logistics and freight auditing industry is highly competitive, with numerous well-established players dominating the search engine results pages (SERPs). Our client needed to break into this tight market, specifically targeting keywords across various aspects of their business, from software solutions to specific services like cargo claims management.

GOALS

The primary goal was to enhance search engine rankings for targeted keywords, aiming to drive increased traffic to the website, amplify impressions, and ultimately stimulate more customer inquiries and sales.





STRATEGY

We began with a comprehensive SEO audit to identify the most impactful areas for improvement. Our strategy included:

- Optimizing on-page content to better align with target keywords.
- Enhancing site structure and navigation to improve user experience and ease of crawling by search engines.
- Implementing a robust backlinking strategy to boost domain authority.
- Regularly updating the site with fresh and engaging content, including blogs.

DETAILED RESULTS

The data reveals significant enhancements in search engine rankings across all targeted keywords. For instance, "freight auditing companies" rose from rank 12 to 3, resulting in a notable surge in visibility and traffic. Similarly, keywords such as "logistics vendor" and "freight bill audit companies" experienced substantial ranking improvements. Additionally, "Negotiations and Shipping" broke into the top 10, "Regional Logistics" improved to the top 15, and "Audit and Payment Services" entered the top 10, showcasing the success of our optimization efforts.

FINAL OUTCOME

Overall, the website experienced a significant surge in traffic, with one segment seeing a 98.83% increase in visits and higher engagement. Site impressions and clicks also grew substantially, with one area experiencing an 89% rise in clicks.

<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Dec 6	Pos. May 8	Diff
> <input type="checkbox"/> logistics vendor	I	Q	3 13	45	1	↑44
> <input type="checkbox"/> freight auditing companies	C	Q	8 28	12	3	↑9
> <input type="checkbox"/> freight bill audit companies	C	Q	5 16	30	3	↑27
> <input type="checkbox"/> cargo claims management	I C	Q	7 4	39	4	↑35
> <input type="checkbox"/> freight bill audit and payment companies	C	Q	9 15	34	6	↑28
> <input type="checkbox"/> freight claim management	I C	Q	7 8	35	8	↑27
> <input type="checkbox"/> freight negotiation with shipping companies	I	Q	5 1	—	8	new
> <input type="checkbox"/> tms quality compliance software	N C	Q	7 5	58	8	↑50

CONCLUSION

The strategic SEO enhancements not only improved their SERP rankings but also substantially increased their web traffic and user engagement. These results highlight the effectiveness of a well-rounded strategy tailored to specific industry needs and competitive landscapes, offering a roadmap for similar companies looking to achieve significant gains in digital visibility and business outcomes.

