



CONSTRUCTION EQUIPMENT RENTALS

Case Study

CASE STUDY

CONSTRUCTION EQUIPMENT RENTALS

Niche

Construction Equipment Rentals

The client

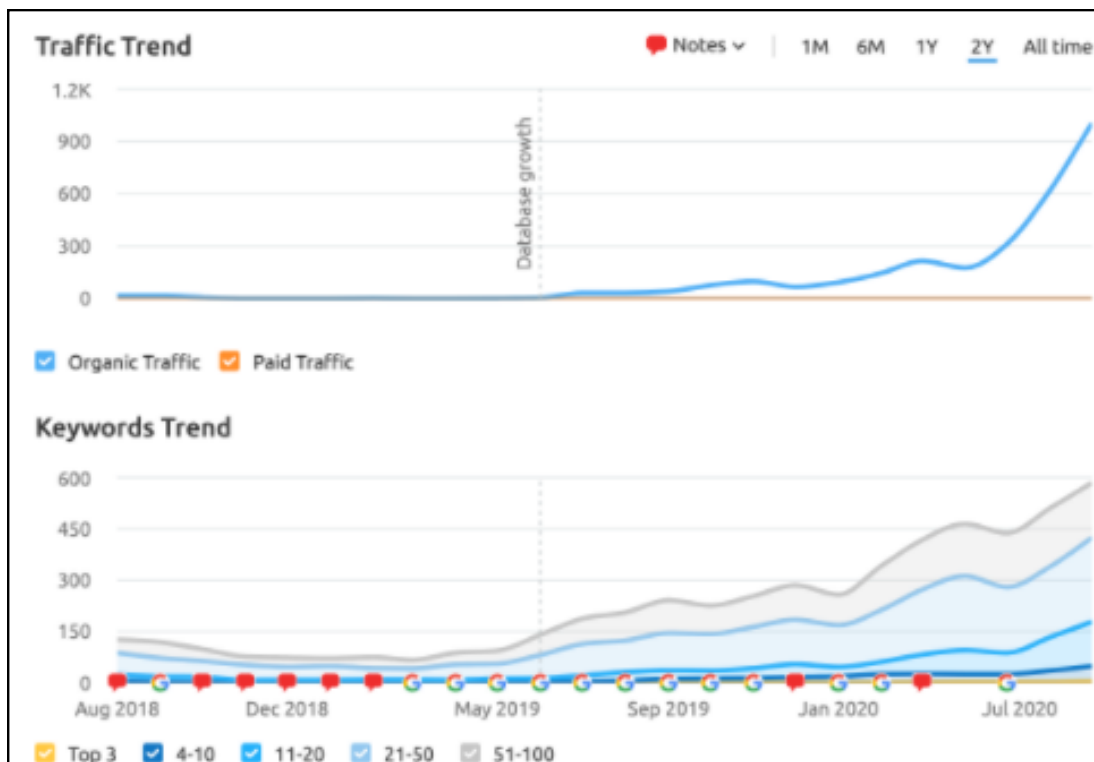
This client rents construction equipment to businesses, including forklifts and scissor lifts.

The Solutions:

We worked on an entire list of product page optimizations on site. We incorporated new keywords into headers, SEO meta information, and included some on-page content that includes many internal links to other category/product pages on site.

The Results:

Not only has traffic increased, but also targeted keyword rankings!





Keyword	Start	Rank	1d	7d	Life	Search Vol.	Search Location
mini excavator rental 18000 lbs	> 100	1	—	—	+ 99	—	Orlando, FL, USA
mini excavator rental 18000 lbs	> 100	1	—	+ 1	+ 99	—	Orlando, FL, USA
earthmoving equipment rental	> 100	1	—	+ 1	+ 99	720	Orlando, FL, USA
1900 lb skid steer rental	> 100	2	—	—	+ 98	—	Orlando, FL, USA
2500 lb skid steer rental	> 100	2	—	—	+ 98	—	Orlando, FL, USA
electric manlift rental	> 100	7	—	—	+ 93	50	
manlift rental	> 100	13	—	—	+ 87	6,600	
boom forklift rental	> 100	15	+ 2	+ 2	+ 85	210	Orlando, FL, USA
mini excavator for rent	69	13	—	—	+ 56	14,800	
earthmoving equipment rental	67	14	—	—	+ 53	720	Orlando, FL, USA
20 ft genie runabout rental	38	1	—	—	+ 37	—	
telescopic forklift rental 5500 lbs	8	4	—	—	+ 4	—	
1900 lb skid steer rental	5	1	—	—	+ 4	—	
boom forklift rental	9	5	—	—	+ 4	210	Orlando, FL, USA
mini excavator rental 11000 lbs	4	1	—	—	+ 3	—	
30k excavator rental	7	4	—	+ 1	+ 3	—	
bobcat rental orlando	15	13	—	+ 2	+ 2	50	United States
3000 lb skid steer rental	4	3	—	—	+ 1	—	
120 manlift	13	12	—	—	+ 1	40	United States
mini backhoe rental	9	8	—	+ 1	+ 1	1,900	United States
bucket loader rental	7	6	—	—	+ 1	90	United States

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*Thank
you*

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