

SEO Case Study

Pool Services & Renovations

Local Campaign in New Jersey

\$400 Spend/Month

14 Keywords on Page 1

3 Average Ranking for All Keywords

SEO Strategy

This family-owned pool company in Monmouth Junction, New Jersey has been servicing residential and commercial swimming pools since 1997. When they first began their campaign with us in April of 2017, they only had 2 keywords ranking well on Google. They signed up for SEO so they could get even more online traction for their services and reach more potential customers.

In their first month of service, we laid a strong foundation for their SEO campaign by auditing and optimizing their website. We adjusted title tags, meta descriptions, H1 tags, and alt image tags so Google could crawl and index their site. After that, we worked with our client on dedicating new pages for the different services they provided and created custom content for each page. Rather than a generic services page, we had dedicated pages for repairs, renovations and remodeling, seasonal preparation packages (winterizing), and equipment replacement. By doing so, we were able to gain more attention from Google.

This strategy was extremely successful and our client now has 14 diverse keywords on page one. But our work doesn't stop there! We will continue maintaining their page one rankings while targeting **new keywords** so we can help them dominate in their hometown and the surrounding areas.

Keyword

Start Rank Start Page Current Rank Current Page

pool safety covers princeton nj	15	2	↑ 1	↑ 1
swimming pool renovations princeton nj	18	2	↑ 1	↑ 1
swimming pool renovations montgomery nj	15	2	↑ 1	↑ 1
pool renovation montgomery nj	1	1	↑ 1	↑ 1
swimming pool services montgomery nj	101	11	↑ 1	↑ 1

SEO Case Study

Passion Soccer

National Campaign

\$960 Spend/Month

24 Keywords on Page 1

5 Average Ranking for All Keywords

SEO Strategy

Our client is a family-owned soccer boutique located in Montreal. They opened in 2010 and now have 3 locations around the city. Their mission is to provide the highest quality brands of shin guards, gloves, cleats, and uniforms to their customers. Their goal in implementing SEO is to increase traffic and drive new sales.

After we completed a preliminary audit on their website, we began focusing our efforts on article engagement, website bookmark-ing, custom blog publications, and classified business listings.

Four months into their campaign they began to dominate in Montreal, allowing us to begin focusing on expanding their online presence into Ottawa, Quebec City, and several cities in New Brunswick.

Keyword

Start Rank **Start Page** **Current Rank** **Current Page**

Soccer Balls Montreal	10	2	↑ 1	↑ 1
Soccer Shin Guard Products Montreal	16	2	↑ 1	↑ 1
Soccer Shin Guard Products Saint Leonard	101	10	↑ 1	↑ 1
Soccer Shin Guard Products Vaudreuil	101	11	↑ 1	↑ 1
Soccer Shin Guards Montreal	17	2	↑ 1	↑ 1

SEO Case Study

Mortgage Lender in Southern Florida

Local Campaign

\$1530 Spend/Month

20 Keywords on Page 1

13 Average Ranking for All Keywords

SEO Strategy

Our client opened in 1995 and specializes in residential mortgage lending. With offices in both Boca Raton and Boynton Beach, they joined us in March of 2019, looking to drive leads to their business, increase their online ranking, and grow their brand awareness in Southern Florida.

To accomplish these goals, we started with a thorough audit of their website. During this process, we discovered multiple services provided by their company were clumped together, rather than having their own separate pages. To increase their appeal to search engines, we encouraged the owners to create separate landing pages with engaging and unique copy.

During their first months of service, we focused their SEO campaign on the following business services: current mortgage rates, mortgage interest rates, home equity loans, best mortgage rates, and home mortgage rates. After building presence in Boca Raton and Palm Beach County, we were able to begin focusing on their neighboring county of Broward. Their campaign was incredibly successful and within just 5 months they have 20 keywords on the first page of Google!

Keyword

Start Rank **Start Page** **Current Rank** **Current Page**

Mortgage program boca raton fl	68	7	↑ 2	↑ 1
Mortgage loan program boca raton florida	56	6	↑ 4	↑ 1
Residential loan services boca raton fl	23	2	↑ 5	↑ 1
Reverse mortgage services boca raton fl	15	2	↑ 6	↑ 1
Government loan services boca raton fl	15	2	↑ 6	↑ 1

SEO Case Study

Marketing Agency

National Campaign in New York City, NY

\$2,280 Spend/Month

43 Keywords on Page 1

28 Keywords ranked #1 on Page 1

SEO Strategy

Our client joined us in January of 2019. They are a joint venture between 3 companies that offer advertisers a robust and seamless solution to reach more than 6 million households across the United States. With campaigns on over 80 hit cable networks, their group of advertisers have the ability to strategically reach television and digital audiences through linear, addressable TV, and IP technologies.

Their ultimate SEO goal was to rank within New York City before moving on to rank nationally. Before working with us, they were ranking locally for some of their keywords, but nearly all of their rankings were on pages 7-10 of Google.

Based on the content of the client's website, information about their industry, and what they were ranking for already, our team created a strategic list of keywords to target and dozens of custom blogs and articles to help them dominate in their industry.

Within 6 months, we massively elevated their status online. They now have over 40 keywords on the first page of Google, with 28 of those keywords in the #1 spot. We are so proud we've been able to help this client grow their business and look forward to more success in the future!

Keyword		Start Rank	Start Page	Current Rank	Current Page
Addressable Advertising Services new york	Addressable	24	2	↑ 1	↑ 1
Advertising Marketing Services new york	Addressable	69	7	↑ 1	↑ 1
Digital Advertising Services new york city ny		29	3	↑ 1	↑ 1
Addressable Digital Advertising Agency new york city ny		101	10	↑ 1	↑ 1
Audience Targeted TV Advertising Services new york city ny		101	10	↑ 1	↑ 1

SEO Case Study

Employee Rights Law Firm

Local Campaign in Los Angeles, CA • **Spend:** \$7500/month

48 Keywords
on Page 1

13% Increase in
Organic Search

49% Increase in
New Users

62% Increase in
Pageviews

SEO Strategy

This client has only been with us for a very short time, but we are already seeing great success with their SEO campaign. They are a law firm based in California, with new offices opening up in other states. To help them rise above their local competition in one of the most competitive areas of the world (Los Angeles), we had to pick the right keywords in order to target the right audience.

We performed extensive keyword research, conferred with the client, and strategically implemented their chosen keywords on their website. We also began off-site work to help build relevancy and credibility with Google and other search engines. This work has led to 48 keywords on page 1 - many of them jumping over 100 positions - for a variety of legal services in an extremely competitive region.

This client has also recently opened an office in New York City, and we're using the same SEO strategies to break into this incredibly competitive market. Just like we saw with their LA campaign, we're beginning to see huge success, with some keywords already landing on page 1! We're excited to continue working with this client to help them continue expanding their online authority in two of the busiest cities in the world.

Keyword

Start Rank **Start Page** **Current Rank** **Current Page**

gender discrimination law services los angeles ca	101	11	↑ 1	↑ 1
pregnancy discrimination defense attorney los angeles ca	101	11	↑ 1	↑ 1
racial discrimination defense attorney los angeles ca	101	11	↑ 1	↑ 1
commission wages attorney santa monica ca	18	2	↑ 1	↑ 1
job discrimination defense services new york city ny	101	11	↑ 3	↑ 1