

# SEO Success

This is a local neighborhood Hair Academy



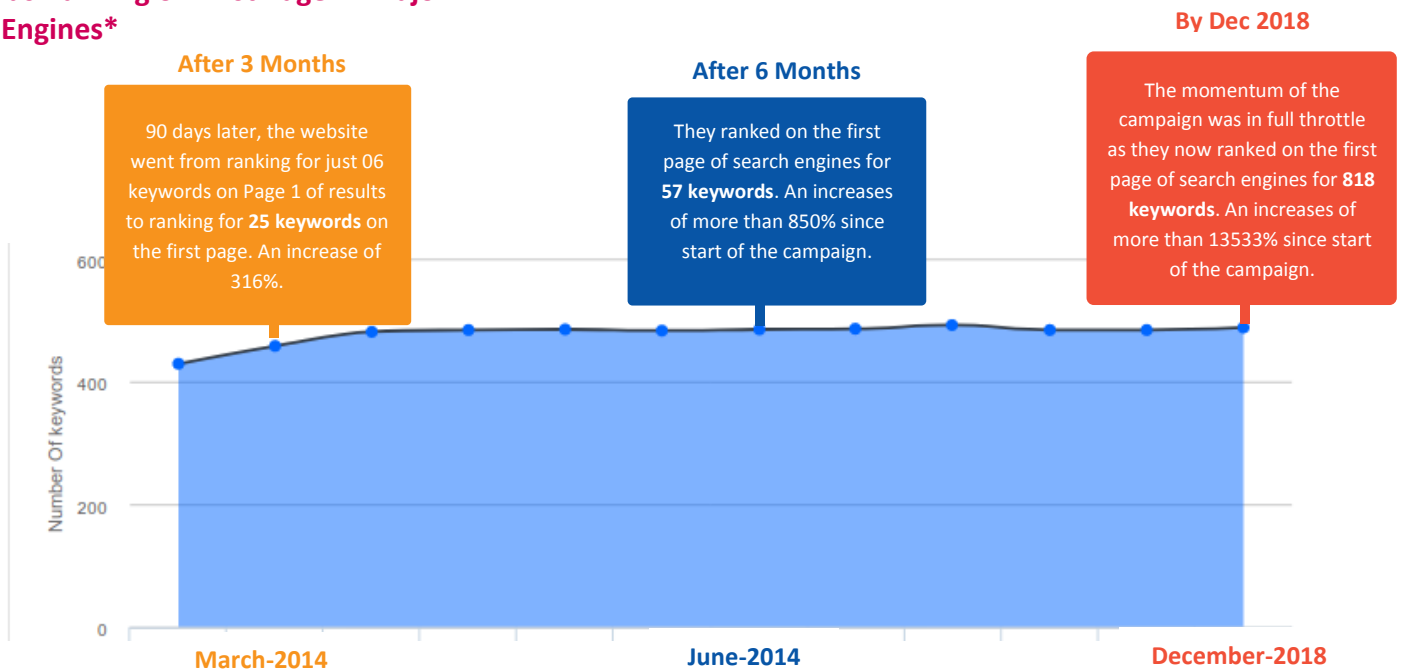
## Prior to SEO

A Hair Academy came to us in November of 2013, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had 6 keywords ranking on the first page of major search engines.

## Our 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\*



## Google Analytics data

**179%**  
Increase in Overall Website Traffic. **2111** Overall visits received in last 1 month.

**161%**  
Increase in Google Organic Session. **1536** Overall visits received in last 1 month.

**191.88%**  
Increase in Website Pageviews. **7548** Pageviews received in last 1 month.

\*Major Search Engines defined as Google and Bing