# **SEO Success**

This is Coin and Pawn services Industries.



By June 2019

### **Prior to SEO**

**Coin and Pawn Services Industries** came in November of 2018, 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 18 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.

#### The momentum of the campaign was in full throttle **Keywords Ranking on First Page in Major After 3 Months** as they now ranked on the Search Engines\* first page of search engines 90 days later, the website for 89 keywords. Increases went from ranking for 18 of more than 394% since keywords on Page 1 of start of the campaign. 300 results to ranking for 81 keywords on the first page. An increase of 350%. Number of Keywords Feb-19 June-19

## Google Analytics data

71.55%

Increase in Overall Website Traffic. 192 Overall visits received in last 1 month. 244.44%

Increase in Google Organic Session. 62 Overall visits received in last 1 month. 64.77%

Increase in Website Page views. 318 Page views received in last 1 month.

<sup>\*</sup>Major Search Engines defined as Google and Bing