# **SEO Success**

This is Appliance Services industries.



**By June 2019** 

## **Prior to SEO**

**Appliance Services Industries** came in Jan 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 just 1 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 6 Months** as they now ranked on the Search Engines\* first page of search engines 90 days later, the website for **466 keywords**. An went from ranking for just increase of more than 93%. **After 3 Months** 12 keywords on Page 1 of 300 90 days later, the website results to ranking for 31 keywords on the first page. An increase of 61%. Number of Keywords results to ranking for 12 keywords on the first page. July-18 April-18 June-19

#### **Google Analytics data**

33.31%

Increase in Google Organic Sessions. 268 Organic visits received in last 1 month. 23.34%

Increase in Overall Website Traffic. 614 Overall visits received in last 1 month. 12.84%

Increase in Website Page views. 1108 Page views received in last 1 month.

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