

## 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