

seo case study

Agricultural

Campaign Information

Industry: Agricultural

Location: Springfield, OH

Campaign Start Date: 12/12/2022

SEO Hours per Month: 10

Campaign Type: Local

Goal: Grow the business with improved keyword rankings and local online visibility

Results

The client came into the campaign as a brand-new business and website without any previous online visibility or keyword rankings. In less than six months, our team helped the client's website rank for eight new related keywords in Springfield, OH. This was achieved through a balanced strategy of both onsite and offsite optimizations. We started the campaign by creating and optimizing a target page on their website with researched keywords and content. We supplemented these efforts with business directory submissions and link-building tasks. Our team plans to expand the client's campaign by ranking for new keywords in other local service areas.



8

keywords within top 10 Google results

550%

increase in organic backlinks from start date

97

total work items from start date

Performance

KEYWORD PHRASE	START	CURRENT
worm casting composting springfield oh	101	1
garden worm casting springfield oh	19	1
red wiggler worms for sale springfield oh	101	5
european nightcrawler worms springfield oh	101	6
tiger worms for sale springfield oh	101	8

Top SEO Tasks

- 1 target page optimized with keywords and content
- 6 offsite custom blog publications (with backlinks)
- 20 article engagements
- 12 website bookmark submissions
- 24 new business directory additions