

# seo case study

## Auto Detailing

### Campaign Information

**Industry:** Auto Detailing

**Location:** El Cajon, CA

**Campaign Start Date:** 12/01/2020

**SEO Hours per Month:** 10

**Campaign Type:** Local

**Goal:** Generate more serious business prospects.



### Strategy

Several keywords were ranking quite well in the client's physical area so we used them as a foundation for their SEO campaign. Once these keywords stabilized on the first page, we targeted new keywords to help our client grow their business. Onsite optimizations, brand new copy, and targeted link building were all focused on obtaining more serious business prospects. We saw remarkable success in a short period of time with those two foundational keywords hitting page one in just two months!

### Results

KEYWORD PHRASE	PAGE	RANK
interior auto detailing el cajon ca	5 ↗ 1	49 ↗ 7
interior car detailing el cajon ca	11 ↗ 1	101 ↗ 9
exterior car detailing el cajon ca	11 ↗ 1	101 ↗ 9
exterior auto detailing el cajon ca	4 ↗ 1	32 ↗ 10
ceramic paint coatings el cajon ca	11 ↗ 3	101 ↗ 22

### Performance

7

**Avg Page Increase  
for Keywords**

83%

**Avg Increase in  
Keyword Ranks**

4

**Keywords on page 1  
of Google**