

seo case study

Aviation Supplies

Campaign Information

Industry: Aviation — Fuel & Fluid Dispensing

Campaign Type: Local

Location: Stillwater, MN

Campaign Start Date: 09/11/2020

SEO Hours per Month: 6

Goal: Rank higher and attract more traffic



Strategy

The SEO team started the campaign with an in-depth analysis of our client's website. We wrote custom, keyword-rich copy and recommended new pages for each of their services to improve Google's index of the site. With such high profile competitors, it was important to ensure user readability and strong differentiators in our keyword selection. These decisions lead to immediate success, bringing 4 keywords to page one within just three months. Seeing an influx of organic traffic, our teams continued the campaign with new keywords and anticipate similar speeds in their growth.

Results

KEYWORD PHRASE	PAGE	RANK
2 gallon engine oil dispenser	11 ↗ 1	101 ↗ 1
2 gallon oil dispenser	11 ↗ 1	101 ↗ 2
two pump engine oil dispenser	11 ↗ 1	101 ↗ 3
basic towable 20 gallon oil dispenser	3 ↗ 1	27 ↗ 4
5 gallon engine oil dispenser	11 ↗ 2	101 ↗ 12

Performance

4

**Keywords on Page
1 of Google**

1

Current Top Rank

60%

**Increase in
Organic Traffic**
quarter over quarter