

seo case study

Workforce Management

Campaign Information

Industry: Business Software & Solutions

Location: Charleston, WV

Campaign Start Date: 04/02/2021

SEO Hours per Month: 10

Campaign Type: Local

Goal: Be found online for services offered and work toward success in a national campaign

Results

At the start of this campaign, we focused heavily on custom content creation and implementation of an extensive backlink portfolio. Through these efforts, our client's chosen keywords saw fantastic ranking improvements as they became recognized by Google as a relevant and trusted source. This resulted in these keywords jumping from page 11 to page 1 after only four months. To continue our client's success, we'll target **new** keywords to expand their online reach.

Performance

KEYWORD PHRASE	PAGE	RANK
clock in software morgantown wv	11 ↑ 1	101 ↑ 1
software for clocking in morgantown wv	11 ↑ 1	101 ↑ 2
hr software charleston wv	2 ↑ 1	16 ↑ 4
time clock software beckley wv	11 ↑ 11	101 ↑ 101
time and attendance software huntington wv	11 ↑ 11	101 ↑ 101



Top SEO Tasks

- 62 backlinks built to date
- Offsite article engagement
- 12 business directory submissions
- Onsite web vitals audit
- 7 Custom article and blog publications

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Keywords on Page 1 of Google

#1

Current Top Rank

7

Average Page Increase for Keywords