

seo case study

Structural Engineering

Campaign Information

Industry: Civil Engineering - Structural Engineering

Location: South Plainfield, NJ

Campaign Start Date: 01/15/2021

SEO Hours per Month: 20

Campaign Type: Local

Goal: Drive qualified web traffic to the website

Results

Our work on this campaign was very straightforward which proved to do exactly what the client needed increasing traffic by 20% from Q1 to Q3 of the same year. Onsite recommendations pushed the website into Google's attention, focusing on the initial keywords chosen for the campaign. New pages were built to keep the keywords from competing against themselves and built up the site's overall authority.

Performance

| KEYWORD PHRASE | START | CURRENT |
|---|-------|---------|
| structural engineering services manhattan ny | 101 | 1 |
| structural engineering solutions manhattan ny | 101 | 1 |
| site engineering services manhattan ny | 101 | 1 |
| site engineering solutions manhattan ny | 101 | 1 |
| site engineering manhattan ny | 101 | 1 |



9

Keyword rankings improved

#1

Current top rank

7

Keywords in Google's top 10

Top SEO Tasks

- 28 custom blog posts
- 162 links built
- 71 business directory submissions
- 265 work items completed
- 38 website bookmarks