

# seo case study

## Cleaning Services

### Campaign Information

**Industry:** Cleaning Services - Pressure Washing

**Location:** Bristol, Rhode Island

**Campaign Start Date:** 06/08/2022

**SEO Hours per Month:** 5

**Campaign Type:** Local

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

### Results

As a brand new business and website, the client came into the campaign without any previous online visibility or keyword rankings. In less than a year, our team helped the client's website rank for 5 new "pressure washing" related keywords in Bristol, Rhode Island. This was achieved through a balanced strategy of both onsite and offsite optimizations. We kicked off 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 smaller link building tasks. Moving forward, our team plans to expand the client's campaign by ranking for new keywords in other local service areas.



**5**

keywords within top 10 Google results

**450%**

increase in backlinks from start date

**118**

total work items from start date

### Performance

KEYWORD PHRASE	START	CURRENT
<b>house pressure washing</b> bristol, rhode island	101	4
<b>pressure washing</b> bristol, rhode island	101	5
<b>sidewalk pressure washing</b> bristol, rhode island	101	8
<b>exterior cleaning</b> bristol, rhode island	101	6
<b>exterior house pressure washing</b> bristol, rhode island	101	4

### Top SEO Tasks

- 1 target page optimized with keywords and content
- 16 new classified business listings
- 24 article engagements
- 21 website bookmark submissions
- 21 new business directory additions