

# seo case study

## Cleanup & Restoration

### Campaign Information

**Industry:** Cleanup & Restoration — Carpet Cleaning

**Location:** East Hartford, CT

**Campaign Start Date:** 04/16/2019

**SEO Hours per Month:** 10

**Campaign Type:** Local

**Goal:** Curate a more robust online presence to attract and solidify new leads



### Strategy

Conversations with the client directed our team to several major keywords that would act as the basis for the campaign. In order to optimize the SEO efforts, the team created new, keyword specific copy for the existing site and new, service-specific pages. These changes were designed for search engine crawlers as they visit the website. The team also worked to fill out GMB and other online business directories to boost the client's authority and relevance.

### Results

KEYWORD PHRASE	PAGE	RANK
carpet cleaning services south windsor ct	11 ↗ 1	101 ↗ 8
deep steam carpet cleaning east hartford ct	11 ↗ 1	101 ↗ 3
upholstery cleaning service east hartford ct	6 ↗ 1	57 ↗ 3
carpet cleaners glastonbury ct	3 ↗ 1	29 ↗ 5
furniture cleaning east hartford ct	4 ↗ 1	36 ↗ 2

### Performance

12

Avg ranking for all keywords

7

Keywords ranked in top 5

16

Keywords on page 1 of Google