

seo case study

Disaster Cleanup & Restoration

Campaign Information

Industry: Commercial Services — Fire and Water Damage Repair

Location: Omaha, NE

Campaign Start Date: 01/09/2020

SEO Hours per Month: 25

Campaign Type: Local

Goal: Increase organic website traffic.



Strategy

We targeted area-specific keywords with good probability of higher rankings. As the campaign progressed, we expanded their keywords to encompass more of their company's offerings. Authority and traffic began to increase as onsite keywords were implemented which helped "intent to buy" consumers find our client's site more consistently.

Results

KEYWORD PHRASE	PAGE	RANK
commercial restoration services omaha ne	2 ↗ 1	19 ↗ 1
commercial restoration omaha ne	3 ↗ 1	23 ↗ 1
fire damage repair contractors omaha ne	6 ↗ 1	55 ↗ 1
mold damage cleanup omaha ne	4 ↗ 1	31 ↗ 1
water restoration omaha ne	4 ↗ 1	40 ↗ 2

Performance

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Keywords on Page 1 of Google

200%

Increase in Daily Organic Traffic

66%

Avg Monthly Increase in Local Traffic