

# seo case study

## Garage Door Installation + Repair

### Campaign Information

**Industry:** Construction, manufacturing

**Location:** Big Rock, IL

**Campaign Start Date:** 06/04/2020

**SEO Hours per Month:** 24

**Campaign Type:** Local

**Goal:** Increase organic traffic and sales.



### Strategy

When we first started working with our client, many of their main keywords were on the third and fourth pages of Google. Because 90% of people never scroll to page 2, it was imperative we get them found front and center on page 1. Our client has multiple locations. To make the biggest impact for their budget, we focused on the Aurora office as it was the most populous city in the area with the highest potential revenue gain. We made crucial onsite optimizations, including updates to their title pages, meta descriptions, and h-tags. In addition to link-building, we also spent time crafting custom blog posts to increase their authority. Once keywords solidify in Aurora, we'll target the next city to help bring in more customers.

### Results

KEYWORD PHRASE	PAGE	RANK
garage door repair service aurora il	3 <span>↑</span> 1	25 <span>↑</span> 3
garage door service aurora il	3 <span>↑</span> 1	23 <span>↑</span> 5
emergency garage door service aurora il	4 <span>↑</span> 1	31 <span>↑</span> 2
emergency garage door repair aurora il	4 <span>↑</span> 1	34 <span>↑</span> 3
emergency garage door repair service aurora il	4 <span>↑</span> 1	38 <span>↑</span> 3

### Performance

9

Keywords on page  
1 of Google

1

Current Top Rank

253

Total SEO Tasks  
Completed