

seo case study

Project Management Services

Campaign Information

Industry: Construction - Project Management Services

Location: Spencerville, MD

Campaign Start Date: 03/04/2021

SEO Hours per Month: 10

Campaign Type: Local

Goal: Improve local traffic and expand online reach to attract new customers

Results

Our SEO team began this client's campaign by researching how keywords were ranking in their physical location and which areas would be better to target. Since Spencerville has a relatively small population, we decided to include the surrounding areas in order to reach a larger audience. We did this primarily by creating credibility for the client's site through backlinks and business directory submissions. These tasks, along with custom content creation and website optimization, resulted in three of the chosen keywords reaching the top 10 within six months.

Performance

KEYWORD PHRASE	START	CURRENT
power cpm	101	1
electric utility project management services maryland	101	5
electric utility project management services washington dc	25	9
construction management services washington dc	101	44



6

Keyword rankings improved

#1

Current top rank

3

Keywords in Google's top 10

Top SEO Tasks

- 9 custom blog posts
- 66 bookmarking submissions
- 161 links built
- 216 work items completed
- 33 business directory submissions