

seo case study

Consulting

Campaign Information

Industry: Energy Consulting

Location: Quincy, MA

Campaign Start Date: May 23, 2017

SEO Hours per Month: 15

Campaign Type: Local

Goal: Rank all three businesses in their respective cities.



Strategy

The addition of images, a new product menu, and site speed optimization enhanced the user experience on our client's site. We also submitted important online business profiles, including Google My Business. We updated their meta and head tags, created backlinks, and wrote targeted, onsite content. These tasks made the site easier for Google to crawl, resulting in multiple first page rankings.

Results

| KEYWORD PHRASE | PAGE | RANK |
|---|--------|---------|
| massachusetts electricity rates | 11 ↗ 1 | 101 ↗ 1 |
| compare electricity rates massachusetts | 4 ↗ 1 | 33 ↗ 1 |
| compare energy rates massachusetts | 3 ↗ 1 | 28 ↗ 1 |
| massachusetts energy rates | 7 ↗ 1 | 66 ↗ 2 |
| energy rates massachusetts | 7 ↗ 1 | 68 ↗ 2 |

Performance

12

Keywords on Page 1 of Google

2

Average Ranking for All Keywords

1

Current Top Ranking Keyword