

seo case study

eCommerce

Campaign Information

Industry: eCommerce — Diamond Tools and Coating

Location: Westlake, OH

Campaign Start Date: 08/28/2020

SEO Hours per Month: 30

Campaign Type: National

Goal: Get found nationally and build a larger customer base



Strategy

Building off our client's local success, our team first focused on keywords and phrases in their physical location before moving on to national keywords. We updated the content on our client's homepage and made crucial onsite optimizations to increase site speed. Combined with a robust backlink portfolio, our client quickly gained Google's attention, achieving first-page rankings and increasing organic traffic by 13%. We're very excited to continue working with our client on **new** keyword phrases and see the growth that is to come.

Results

KEYWORD PHRASE	PAGE	RANK
custom diamond tool supplier	1 ↗ 1	2 ↗ 1
custom diamond tool manufacturer pa	2 ↗ 1	11 ↗ 3
custom diamond tool manufacturer az	7 ↗ 1	65 ↗ 6
diamond tip coated tools pa	8 ↗ 1	74 ↗ 6
diamond tool manufacturer	11 ↗ 1	101 ↗ 7

Performance

9

Keywords on Page 1 of Google

13%

Increase in Organic Traffic
quarter over quarter

3

Keywords Ranked #1 on Google