

# seo case study

## Fencing Contractor

### Campaign Information

Industry: Fencing Contractor

Location: Hillsborough, NJ and Surrounding Areas

Campaign Start Date: 01/27/2014

SEO Hours per Month: 20

Campaign Type: Local

Goal: Reach new customers in as many surrounding cities and towns as possible

### Results

As a client since 2014, our team has helped to build the website's online presence from the ground up. The client started the campaign without any website traffic or backlinks. Over the course of the campaign, we have helped to optimize 29 different website pages on the site with target keywords. Keeping in mind their original goal, we made an effort to target a variety of locations as we implemented the content. We supplemented these efforts with link building across relevant websites within the industry. With consistent effort and communication, the website has seen consistent improvements in keyword rankings, traffic, and backlinks year over year.



92

keywords within top 10 Google results

130%

average increase in website traffic YoY

221%

average increase in organic backlinks YoY

### Performance

KEYWORD PHRASE	START	CURRENT
fencing hillsborough nj	101	1
fence company bridgewater nj	101	1
custom fence services summit nj	101	1
commercial fencing gladstone nj	101	1
custom fences morristown nj	101	1

### Top SEO Tasks

- 29 onsite pages optimized with keywords and content
- 215 offsite custom article publications (with backlinks)
- 501 article engagements
- 133 business directory additions
- 1864 total work items completed