

seo case study

Bookkeeping and Taxes

Campaign Information

Industry: Finance, Bookkeeping and Taxes

Location: Nashua, NH

Campaign Start Date: 06/08/2016

SEO Hours per Month: 5

Campaign Type: Local

Goal: Increase online visibility

Results

Our team started strong right out of the gate, focusing on keywords with high performance potential. The client was gungho about setting up their google analytics profile which gave our team access to key performance data that helped tailor the campaign to the client's end goals. With this cooperation, the initial keywords reached Google's top ten relatively quickly and our team ordered new keywords to build on the momentum. We've since seen steady growth and continue to push the campaign through to even greater success.

Performance

KEYWORD PHRASE	START	CURRENT
payroll services nashua nh	15	1
nashua nh payroll services	21	1
general bookkeeping nashua nh	101	1
tax preparation nashua nh	101	9
tax return preparation nashua nh	101	10



8

Keyword rankings improved

#1

Current top rank

6

Keywords in Google's top 10

Top SEO Tasks

- 1510 total work items completed
- 738 links built
- 83 Directory Submissions
- 72 Business Citations