

# seo case study

## Furniture Store

### Campaign Information

Industry: Furniture Store

Location: Altamonte Springs, FL

Campaign Start Date: 02/01/2021

SEO Hours per Month: 20

Campaign Type: Local

Client Goal: Rise above the rankings of other furniture stores near Altamonte Springs, FL

### Results

With a previously established presence in Altamonte Springs, the client wanted to expand their reach and online visibility into nearby areas.

Since the campaign start date to now, the client's website is now ranking at the top of Google for 16 new furniture related keywords in Winter Park and Longwood, FL. This was achieved through a balanced strategy of both onsite and offsite optimizations. A key focus of the campaign was optimizing 4 separate target pages on their website with specific keywords and content. We supplemented these efforts with building backlinks across relevant websites within the industry. Moving forward, our team plans to expand their campaign by beating out competition for other relevant industry keywords.



76

keywords within top 10 Google results

75%

avg increase in organic traffic YoY

50%

increase in organic backlinks since start date

### Performance

KEYWORD PHRASE	START	CURRENT
bedroom furniture winter park fl	101	1
dining room furniture winter park fl	101	1
bedroom furniture longwood fl	52	1
dining room furniture longwood fl	101	1
living room furniture longwood fl	101	5

### Top SEO Tasks

- 4 target pages optimized with keywords and content
- 60 offsite custom article publications (with backlinks)
- 125 article engagements
- 102 website bookmark submissions
- 383 total work items completed