

seo case study

Garage Renovation

Campaign Information

Industry: Garage Renovation

Location: McKinney, TX

Campaign Start Date: 07/21/2021

SEO Hours per Month: 40

Campaign Type: Local

Client Goal: Improve the website's online visibility and keyword rankings

Results

Our team kicked off the campaign with performing extensive research to identify the best keywords to target. After selecting our main keywords, we created and implemented optimized content on 5 different target pages. From there, we launched aggressive link building strategies to grow their online authority. After just a few months, we started seeing excellent keyword and traffic growth. With 28 keywords now ranking within the top 10 Google results, our team helped the company reach their goal of improving online visibility. Moving forward, our team will locate additional keywords and areas to help expand their website's online visibility.



28

keywords within top 10 Google results

45%

avg increase in organic traffic MoM

560%

increase in organic backlinks since start date

Performance

KEYWORD PHRASE	START	CURRENT
garage storage mckinney tx	101	3
garage storage solutions mckinney tx	101	3
epoxy flooring mckinney tx	101	5
epoxy floor installation mckinney tx	101	6
epoxy floor coating plano tx	101	5

Top SEO Tasks

- 5 target pages optimized with keywords and content
- 89 offsite custom article publications (with backlinks)
- 75 article engagements
- 131 website bookmark submissions
- 373 total work items completed