

# seo case study

## Hair Salon

### Campaign Information

**Industry:** Personal Care Services

**Location:** Noblesville, IN

**Campaign Start Date:** 06/01/2020

**SEO Hours per Month:** 15

**Campaign Type:** Local

**Goal:** Build an online reputation and bring in more clients.



### Strategy

What makes our client unique in their field is that much of their income comes from renting out suite spaces to stylists. With this in mind, we focused on keywords targeting that specific group of professionals. To increase our client's trust with Google, we implemented a strong link-building strategy while simultaneously creating and optimizing 60+ local business listings. These tasks resulted in 2 of our client's keywords hitting page 1 in just 3 months! Moving forward, we're excited to formulate new strategies to expand our client's presence and drive more traffic to their website.

### Results

KEYWORD PHRASE	PAGE	RANK
salon suite rentals noblesville in	11 ↗ 1	101 ↗ 1
salon rental noblesville in	11 ↗ 1	101 ↗ 2
salon suites for rent fishers in	11 ↗ 1	101 ↗ 6
salon suites fishers in	11 ↗ 1	101 ↗ 8

### Performance

4

**Keywords on Page  
1 of Google**

185

**Total Links Built**

1

**Current Top Rank**