

seo case study

Humanitarian Services

Campaign Information

Industry: Humanitarian Services | Non-Profit

Location: Denver, CO

Campaign Start Date: 02/24/2021

SEO Hours per Month: 20

Campaign Type: Local

Goal: Build awareness about their non-profit and volunteer service opportunities in the Denver, CO area

Results



93%

Avg increase in organic traffic YoY

106%

Avg increase in organic keywords YoY

35

Keywords within top 10 Google results

Performance

KEYWORD PHRASE	START	CURRENT
child based nonprofit organization denver co	12	1
nonprofit organization for kids denver co	16	3
family based community service denver co	101	8
child based community service denver co	101	11
child based nonprofit denver co	12	1

Top SEO Tasks

- 330 total SEO tasks completed
- 29 offsite custom blogs published
- 16 authoritative article inclusions
- 94 article engagements
- 76 website bookmarking submissions
- 32 business directory submissions