

seo case study

Data Recycling and Destruction

Campaign Information

Industry: Data Recycling and Destruction

Location: El Monte, CA

Campaign Start Date: 04/12/2019

SEO Hours per Month: 10

Campaign Type: Local

Goal: Grow online presence in the Orange County, CA area

Results

Because our client offers numerous services, we researched and selected keywords related to the service that would bring in the highest amount of potential customers. We created blog posts, submitted operational information to countless online business directories, and created hundreds of backlinks to and from other websites. Thanks to these efforts, the client's site grew in authority and trust. This increased the amount of search traffic for our client's site dramatically, showing an impressive 292% increase in traffic year-over-year.



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Keyword rankings improved

#1

Current top rank

8

Keywords in Google's top 10

Performance

KEYWORD PHRASE	START	CURRENT
data center decommissioning orange county ca	101	1
IT buyback and recycling	101	1
hipaa compliant data destruction los angeles ca	101	2
electronic waste recycling orange county ca	21	4
e waste disposal irvine ca	101	7

Top SEO Tasks

- 19 custom blog posts
- 317 links built
- 70 business directory submissions
- 560 work items completed
- 98 website bookmarks