

seo case study

IT Services

Campaign Information

Industry: IT Services — IT Management

Location: Grass Valley, CA

Campaign Start Date: 12/16/2019

SEO Hours per Month: 5

Campaign Type: Local

Goal: Attract new clients with page one keyword rankings.



Strategy

A thorough website audit focused our team first on site optimization. Each of the landing pages were tweaked to ensure they served a clear purpose and had complete, up-to-date information. After completing the task, we changed our focus to keyword implementation, custom content creation, and authority building with backlink portfolio collection all in an effort to grow their online presence.

Results

KEYWORD PHRASE	PAGE	RANK
managed it services auburn ca	11 ↗ 1	101 ↗ 1
managed it auburn ca	11 ↗ 1	101 ↗ 1
managed it solutions auburn ca	11 ↗ 1	101 ↗ 1
computer networking auburn ca	11 ↗ 4	101 ↗ 32

Performance

9.2

**Avg Page Increase
for Keywords**

90+

**Avg Movement in
Keyword Ranking**

3

**Keywords on page 1
of Google**