

# seo case study

## Security System Design

### Campaign Information

Industry: Security System Design

Location: Raleigh, NC

Campaign Start Date: 04/15/2020

SEO Hours per Month: 30

Campaign Type: Local

Goal: Bring more relevant traffic to the website that results in lead generation

### Results

We began our client's SEO campaign by researching which locations and keywords our team should focus on. Cities with a large population have more potential customers and higher possible online traffic which fit with their goals. On-site and off-site optimizations brought about a sitewide increase in organic traffic by 49.8% year-over-year. With great success in the originally targeted cities, we shifted focus on new cities and new keywords to grow their online presence.

### Performance

| KEYWORD PHRASE                               | START | CURRENT |
|--|-------|---------|
| business security consulting charlotte nc    | 66    | 1       |
| business security system design raleigh nc   | 40    | 1       |
| business security system design charlotte nc | 101   | 2       |
| security consulting charlotte nc             | 62    | 4       |
| digital forensics investigation charlotte nc | 101   | 7       |



14

Keyword rankings improved

#1

Current top rank

7

Keywords in Google's top 10

### Top SEO Tasks

- 30 custom blog posts
- 268 links built
- 101 bookmarking submissions
- 70 local listings
- 45 business directory submissions