

# seo case study

## Industrial Equipment & Supplies

### Campaign Information

**Industry:** Truck Stop

**Location:** Portland, OR

**Campaign Results:** 3 months

**SEO Hours per Month:** 60 hours

**Goal:** Improve online visibility



### Strategy

To increase our client's online visibility, the SEO team started the campaign off by fixing onsite links and creating backlinks to build website authority and trust with Google. To build relevance, we created fresh new content for the website with optimized keywords. All of these optimizations improved our client's rankings, and after 3 months we saw higher rankings.

### Results

KEYWORD PHRASE	START RANK	CURRENT RANK
renewable diesel fuel wilsonville or	101	7 ↑
fuel delivery beaverton or	101	7 ↑
renewable diesel fuel vancouver wa	6	7 ↑
CFN fueling station beaverton or	101	7 ↑

### Performance

**107**

**keywords in the top 10 of Google**

**111**

**average increase in keyword rankings**

**128**

**total links built**