

seo case study

Industrial Equipment & Supplies

Campaign Information

Industry: Brick & Stone Supplier

Location: Rochester, NY

Campaign Results: 6 months

SEO Hours per Month: 30 hours

Campaign Type: Local

Goal: Targeting multiple locations to build online presence.



Strategy

With some specific directions in mind, our team collaborated with this client to deliver an SEO strategy that helped them achieve their campaign goals. Our goal was to target multiple locations they could excel in by designing onsite recommendations, including location-specific page builds and new optimized copy with proper keywords. We also worked specifically on link portfolio development to build their online presence even more. In less than 6 months, they were able to achieve double their organic rankings.

Results

KEYWORD PHRASE	START RANK	CURRENT RANK
wholesale patio pavers brighton ny	101	1 ↑
wholesale patio pavers monroe county ny	101	1 ↑
patio pavers rochester ny	14	1 ↑
retaining wall supplies monroe county ny	12	4 ↑

Performance

21

keywords in the top 10 of Google

76

total links built