

seo case study

Interior Design

Campaign Information

Industry: Interior Design — Full Service

Location: Sonoma, CA

Campaign Start Date: 09/01/2020

SEO Hours per Month: 10

Campaign Type: Local

Goal: Rank locally to start attracting new clientele



Strategy

To kickstart this campaign, our team performed hours of keyword research to help us select the most influential keywords for our client's goals. We also gathered the necessary information to begin listing their business on as many directories as possible. To highlight the success of and the services offered by our client, many onsite recommendations were made to parse out their website's data and generate a more streamlined user experience. Only three months in, this campaign is already seeing tremendous growth and we anticipate more success in the future.

Results

KEYWORD PHRASE	PAGE	RANK
high end interior designer marin county ca	3 \nearrow 2	30 \nearrow 15
interior designer marin county ca	6 \nearrow 4	57 \nearrow 34
high end residential interior designer marin county ca	7 \nearrow 5	69 \nearrow 47

Performance

32%

Avg page Increase for keywords

80%

Increase in avg organic daily traffic

41%

Avg rank increase for keywords