

seo case study

Landscaping

Campaign Information

Industry: Landscaping — Sod Services

Location: O'Fallen, MO

Campaign Type: Local

Campaign Start Date: 12/12/2017

SEO Hours per Month: 8

Goal: Grow online presence and reach new customers



Strategy

While waiting for their website to go live, we focused on offsite link building to help establish authority to their brand. We then created keyword-rich copy and published multiple blogs which were implemented on their new website. Within a few months, both main keywords were on the first page. Work now has been focused on the identification of additional services the company can target in their desired locations.

Results

KEYWORD PHRASE	PAGE	RANK
sodding services st louis mo	8 ↗ 1	78 ↗ 1
sodding st louis mo	5 ↗ 1	47 ↗ 8
sodding company st louis mo	2 ↗ 1	18 ↗ 9
tall fescue sod st louis mo	2 ↗ 1	17 ↗ 9
sod installation company st louis mo	2 ↗ 1	18 ↗ 9

Performance

3.5

**Avg Page Increase
for Keywords**

1

**Current top rank
for keywords**

8

**Keywords on page 1
of Google**