

# seo case study

## Laundry Services

### Campaign Information

**Industry:** Laundry Services - Laundromat

**Location:** Highwood, IL

**Campaign Start Date:** 08/29/2019

**SEO Hours per Month:** 12

**Campaign Type:** Local

**Goal:** Increase visibility and traffic and aim for number one position on Google SERPs

### Results

Our strategy allowed us to add over 1000 backlinks to the domain over the life of the campaign, 215 of which come with large amounts of domain authority – a huge factor in SERP rankings. Right out of the gate, our teams doubled the client's keyword associations from 70 to 152. Large fluctuations like this, especially in the first six months, indicate attention, interest, and activity on the part of the algorithm. And that attention stuck. In the months that followed, our teams saw the average monthly organic visitors jump from 30 to 160, an increase of 345%.

### Performance

KEYWORD PHRASE	START	CURRENT
dry cleaning pick up deerfield il	101	1
dry cleaning delivery services deerfield il	101	1
dry cleaning delivery deerfield il	101	1
dry cleaning delivery services highland park il	12	1
dry cleaning delivery highland park il	10	1



127

Avg unique monthly organic visitors

110

Keywords associations awarded to date

1

Top keyword rank

### Top SEO Tasks

- 1100 backlinks built to date
- 273 custom blogs and articles published
- 689 website bookmarks created
- 115 website directory submissions
- onsite recommendations