

seo case study

Laundry Services

Campaign Information

Industry: Laundry Services - Laundromat

Location: Bayonne, NJ

Campaign Start Date: 05/12/2021

SEO Hours per Month: 5

Campaign Type: Local

Goal: Create buzz within the industry to increase site authority and keyword rankings

Results

By working to elevate the client's GMB profile in addition to focusing on their website, the client jumped from 68 organic visitors one month to a staggering 181 the next. That jump got the attention of the algorithms which is evident in the retention of organic traffic over the subsequent months. And the evidence doesn't stop there. We've added 36 new keyword associations to the client's website which greatly increases visibility and has helped to maintain traffic momentum. Additionally, our teams have been able to bolster the client's backlink portfolio by over 800%, adding 356 new backlinks since the campaign's start date.

Performance

KEYWORD PHRASE	START	CURRENT
dry cleaning bayonne nj	101	5
large load laundromat bayonne nj	101	4
laundromat bayonne nj	66	2
dry cleaning services bayonne nj	57	3
self service laundromat bayonne nj	22	1



166% Greatest increase in organic traffic MoM

38 Keyword associations earned

45 Avg backlinks added MoM

Top SEO Tasks

- 181 backlinks built to date
- 13 custom blogs published
- 58 offsite articles engaged
- 109 website bookmark and directory submissions
- onsite recommendations