

seo case study

Foam Manufacturing

Campaign Information

Industry: Manufacturing, Foam Manufacturing

Location: Houston, TX

Campaign Start Date: 03/29/2021

SEO Hours per Month: 30

Campaign Type: National

Goal: Maintain #1 spot on Google and generate more traffic

Results

The client had come to us with quite a bit of work already completed on their profile, ranking very well for several keywords. In an effort to both maintain those keywords and boost their presence on a national level, our team strategized a campaign that included link building, site speed optimization, business citations, bookmarking, blog publication, and onsite recommendations. In just one month five new keywords were ranked number one which allowed the team to focus on solidifying the client's authority.

Performance

KEYWORD PHRASE	START	CURRENT
Polyurethane Foam Packaging Manufacturing houston tx	21	1
Expandable Polystyrene Manufacturers houston tx	95	1
Expandable Polystyrene Foam Manufacturers houston tx	79	1
Expandable Polystyrene houston tx	101	1
Expandable Polystyrene Manufacturers pasadena tx	101	1



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Keyword rankings improved

#1

Current top rank

25

Keywords in Google's top 10

Top SEO Tasks

- 20 custom blog posts
- 132 links built
- 34 business directory submissions
- 200 work items completed
- 28 engaged articles