

seo case study

Marketing Agency

Campaign Information

Industry: Marketing — Printing, Signage, Promotional Products

Location: New York City, NY

Campaign Type: Local

Campaign Start Date: 08/19/2020

SEO Hours per Month: 15

Goal: Rank on Google's page 1 through increased online presence.



Strategy

Our team completed an initial consultation and website audit that helped us focus our keyword strategy. Multiple onsite recommendations were implemented while new, keyword-rich copy was written for their site. We also began building a robust backlink portfolio to support the selected keywords. In just a few months, the client was able to see several main and halo keywords hit the first page of Google! With such amazing success, our teams have begun researching new keywords to target and are in talks to start building fresh, new content through onsite blogs.

Results

KEYWORD PHRASE	PAGE	RANK
rush printing services new york city ny	2 ↗ 1	14 ↗ 1
commercial printing manhattan ny	3 ↗ 1	24 ↗ 3
custom signs new york city ny	4 ↗ 1	38 ↗ 7
custom printing services new york city ny	3 ↗ 1	24 ↗ 4
custom signage new york city ny	6 ↗ 2	54 ↗ 11

Performance

13

Keywords on page 1 of Google

8

Keywords ranked top five on Google

1

Current Top Rank on Google