

# seo case study

## Marketing & Printing Services

### Campaign Information

**Industry:** eCommerce — Marketing Consulting, Print Management & Fulfillment

**Campaign Type:** Local

**Location:** Norton, MA

**Campaign Start Date:** 08/19/2020

**SEO Hours per Month:** 20

**Goal:** Increase organic site traffic



### Strategy

We worked closely with our client to select keywords with high buyer intent. After extensive keyword research and new onsite copy, the first round of keywords reached the page 1 of Google in two short months! Capitalizing on this success, our teams made backend website alterations to help boost page readability and increase overall relevance and authority. Rankings continue to climb as we build out a more extensive backlink portfolio. We're excited to see our client's brand awareness increase as we help build authority across Massachusetts.

### Results

KEYWORD PHRASE	PAGE	RANK
custom mailing services massachusetts	5 ↗ 1	50 ↗ 1
business print management massachusetts	5 ↗ 1	45 ↗ 1
business print management services massachusetts	3 ↗ 1	28 ↗ 1
custom mailing massachusetts	11 ↗ 1	101 ↗ 1
custom direct mailing services massachusetts	4 ↗ 3	31 ↗ 1

### Performance

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**Keywords on Page  
1 of Google**

6

**Keywords Ranked  
#1 on Google**

8%

**Increase in  
Organic Traffic**  
quarter over quarter