

seo case study

Moving

Campaign Information

Industry: Moving — Commercial & Residential

Location: Birmingham, AL

Campaign Start Date: 03/20/2020

SEO Hours per Month: 60

Campaign Type: Local

Goal: Begin ranking locally for specified keywords



Strategy

Our client wanted to rank on page one as quickly as possible in multiple competitive locations. To accomplish this, our SEO team recommended an aggressive campaign of 60 hours per month. Working out of several physical locations, it was imperative that we confirm their respective contact information with online business directories. Once completed, we focused on onsite copy changes including keyword-rich text and new headers. We also made recommendations for new service specific tabs to enhance the user experience. Alongside these actions, our team's expert backlinking helped get 6 keywords on Google's first page in 6 months!

Results

KEYWORD PHRASE	PAGE	RANK
packing services huntsville al	2 ↗ 1	14 ↗ 3
packing solutions huntsville al	3 ↗ 1	21 ↗ 5
commercial movers birmingham al	2 ↗ 1	11 ↗ 5
packing services madison al	2 ↗ 1	12 ↗ 1
residential moving services birmingham al	2 ↗ 1	11 ↗ 6

Performance

19

Keywords on page 1 of Google

13

Avg Rankings for All Keywords

1

Current Top Rank on Google