

# seo case study

## Moving

### Campaign Information

**Industry:** Moving — Storage & Logistics

**Location:** Broken Arrow, OK

**Campaign Type:** Local

**Campaign Start Date:** 02/13/2020

**SEO Hours per Month:** 10

**Goal:** Increase visibility for local moves around Tulsa, OK



### Strategy

After meeting with our client, our team got right to work with keyword research in the Tulsa, Oklahoma area. Once we solidified their target keywords, the SEO team suggested alterations to our client's onsite copy that would help their rankings improve. In conjunction with the onsite changes, our team built out an extensive backlink portfolio to build authority in the moving industry. Combined with additional onsite optimizations, our client's targeted keywords reached the first page of Google in less than three months!

### Results

KEYWORD PHRASE	PAGE	RANK
interstate moving tulsa ok	2 ↗ 1	14 ↗ 2
interstate moving service tulsa ok	2 ↗ 1	17 ↗ 4
full service interstate moving tulsa ok	2 ↗ 1	10 ↗ 1
residential interstate moving owasso ok	11 ↗ 2	101 ↗ 11
interstate moving company owasso ok	11 ↗ 2	101 ↗ 12

### Performance

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**Keywords on page  
1 of Google**

+43

**Avg Rank Movement  
for All Keywords**

1

**Current Top Rank on  
Google**