

seo case study

Pet Salon

Campaign Information

Industry: Pet Grooming

Location: Fenton, MI

Campaign Start Date: 10/26/2021

SEO Hours per Month: 5

Campaign Type: Local

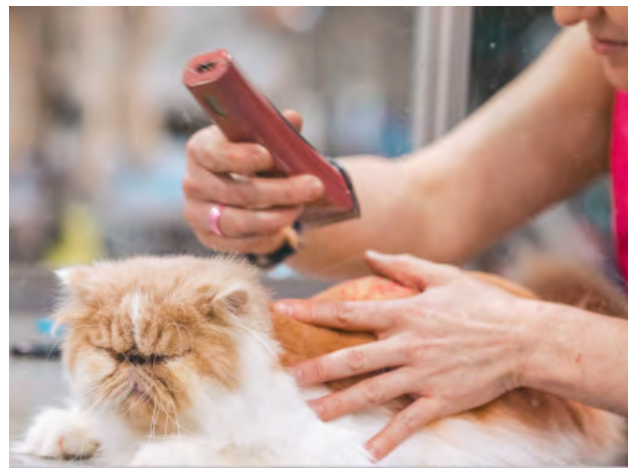
Goal: Rank higher in the Maps area

Results

For the beginning of this SEO campaign, we focused on ranking in the Fenton area, as this is the physical location of our client's business and Google prefers businesses rank in their own area before expanding. To solidify our client as a trustworthy, reliable company, our team created an extensive backlink portfolio that generated fantastic results as all of our client's target keywords have reached the first page of Google. To continue growing their online presence, we'll target new keywords and focus on custom content creation to improve our client's relevance with Google.

Performance

KEYWORD PHRASE	PAGE	RANK
dog groomer fenton mi	11 ↑ 1	101 ↑ 3
cat groomer fenton mi	11 ↑ 1	101 ↑ 3
dog nail trimming fenton mi	3 ↑ 1	28 ↑ 1
cat nail trimming fenton mi	11 ↑ 1	101 ↑ 1
pet groomer fenton mi	11 ↑ 1	101 ↑ 3



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Keywords on Page
1 of Google

#1

Current Top Rank

7

Total Keywords
Improved

Top SEO Tasks

- Link portfolio development → 214 links built to date
- Website optimization through on-site recommendations
- 32 local listings created and optimized
- Site speed optimization