

# seo case study

## Plumbing

### Campaign Information

**Industry:** Plumbing — Clogged and Damaged Drain Services

**Location:** Trumbull, CT

**Campaign Start Date:** 12/13/2019

**SEO Hours per Month:** 5

**Campaign Type:** Local

**Goal:** First page Google keyword rankings in Trumbull and the surrounding area.



### Strategy

After a thorough website analysis, our SEO specialists created custom content for the website while simultaneously working on business directories, local business citations, website bookmarking, and offsite link building to grow online authority. With keywords stabilized in the local area, our team will begin targeting the surrounding cities, Easton, Shelton, and Stratford.

### Results

| KEYWORD PHRASE                      | PAGE   | RANK    |
|-------------------------------------|--------|---------|
| drain cleaning services trumbull ct | 4 ↗ 1  | 38 ↗ 4  |
| drain cleaning monroe ct            | 11 ↗ 1 | 101 ↗ 3 |
| 24 7 plumbing services monroe ct    | 4 ↗ 1  | 31 ↗ 5  |
| drain cleaning services monroe ct   | 11 ↗ 1 | 101 ↗ 5 |
| sewer line repair trumbull ct       | 11 ↗ 1 | 101 ↗ 6 |

### Performance

4.6

**Avg Page Increase  
for Keywords**

36%

**Increase in Monthly  
Organic Traffic**

7

**Keywords on page 1  
of Google**