

# seo case study

## Plumbing

### Campaign Information

**Industry:** Plumbing — Installation and Repair

**Location:** Springfield, IL

**Campaign Start Date:** 02/03/2020

**SEO Hours per Month:** 10

**Campaign Type:** Local

**Goal:** Generate new, prospective leads in local and surrounding areas.



### Strategy

After a brief website audit, our team began working on creating dedicated pages for different services to optimize the targeted terms. Our professional writers created new, engaging copy to highlight and differentiate each service. We've also taken to expanding their backlink portfolio, submission to numerous business directories, and writing custom blog posts.

### Results

KEYWORD PHRASE	PAGE	RANK
sewer line repair sangamon county il	10+ ↗ 1	100+ ↗ 1
sewer repair sangamon county il	10+ ↗ 1	100+ ↗ 1
sewer line replacement sangamon county il	10+ ↗ 1	100+ ↗ 1
drain cleaning sangamon county il	10+ ↗ 1	100+ ↗ 1
drain clearing sangamon county il	10+ ↗ 1	100+ ↗ 1

### Performance

2

**Avg ranking for all keywords**

11

**Keywords ranked top five on Google page 1**

12

**Keywords on page 1 of Google**