

seo case study

Pool Services

Campaign Information

Industry: Pool Services & Renovations

Location: Monmouth Junction, NJ

Campaign Type: Local

Campaign Start Date: 04/01/2017

SEO Hours per Month: 8

Goal: Gain even more online traction and reach more potential customers



Strategy

We laid a strong foundation for their SEO campaign by auditing and optimizing their website. Our team adjusted title tags, meta descriptions, H1 tags, and alt image tags so Google could better crawl and index their site. We worked with the client to create new, dedicated pages for the variety of services they provide and new custom content for each page, garnering more attention from Google.

Results

KEYWORD PHRASE	PAGE	RANK
pool safety covers princeton nj	2 ↗ 1	15 ↗ 1
swimming pool renovations princeton nj	2 ↗ 1	18 ↗ 1
swimming pool renovations montgomery nj	2 ↗ 1	15 ↗ 1
pool renovation montgomery nj	1 ↗ 1	1 ↗ 1
swimming pool services montgomery nj	11 ↗ 1	101 ↗ 1

Performance

3

Avg ranking for all keywords

1

Current top keyword rank

15

Keywords on page 1 of Google