

# seo case study

## Professional Development

### Campaign Information

Industry: Leadership Training

Location: Kennewick, WA

Campaign Start Date: 03/26/2021

SEO Hours per Month: 8

Campaign Type: Local

Goal: Bring in more clients for leadership training programs

### Results

Our client services the Tri-Cities area in WA, which includes Kennewick, Pasco, and Richland. As our client was already ranking on the first page for many keywords in their physical location of Kennewick, our team decided the best course of action would be to focus on Richland, where 80% of their clients come from. In order to rank more highly in this area, we created impressive backlink portfolios and profiles on dozens of business directories. This strategy has proven successful, as keywords targeting Richland have reached the first page of Google. Moving forward, we will target additional keywords in Richland before expanding our client's reach in Pasco.

### Performance

KEYWORD PHRASE	PAGE	RANK
leadership development program pasco wa	11 ↑ 3	101 ↑ 29
leadership development program richland wa	11 ↑ 1	101 ↑ 2
team building kennewick wa	11 ↑ 2	101 ↑ 12
leadership development richland wa	11 ↑ 1	101 ↑ 2
leadership coaching pasco wa	11 ↑ 4	101 ↑ 32



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Keywords on Page 1 of Google

#2

Current Top Rank

6

Total Keywords Improved

### Top SEO Tasks

- Link portfolio development → 81 links built to date
- 54 local listings created and optimized
- Business profile development
- Edits made to website content
- Edits and implementations of header tags