

# seo case study

## Religious Organization

### Campaign Information

Industry: Religious Organization

Location: Texarkana, TX

Campaign Start Date: 12/18/2019

SEO Hours per Month: 5

Campaign Type: Local

Goal: Boost online traffic and local search presence

### Results

After performing initial keyword research, we found the client was already ranking for many relevant keywords. Because they were ranking well in their focus areas, we primarily worked to improve the “preschool” keywords in Texarkana, TX. The goal was to improve their local search presence to boost overall visibility while maintaining their foundational rankings. New backlinks were created month over month to help establish online authority. Overall, we saw an excellent increase in connected backlinks and organic keywords. They now have over 55 keywords ranking within the top 10 search results on Google. Continued focus on local keywords and additional cities will help secure additional online presence over time.



**21%** Avg increase in connected backlinks YoY

**23%** Avg increase in organic keywords YoY

**55+** Keywords within top 10 Google results

### Performance

KEYWORD PHRASE	START	CURRENT
baptist church texarkana tx	1	1
baptist ministry texarkana tx	1	1
preschool services texarkana tx	15	2
preschool texarkana tx	25	3
first baptist church texarkana tx	1	1

### Top SEO Tasks

- 709 total SEO tasks completed
- 206 article engagements
- 402 website bookmarking submissions
- 90 business directory submissions
- Multiple rounds of keyword research performed