

seo case study

Remodeling

Campaign Information

Industry: Remodeling — Countertops

Location: Suffolk County, MA

Campaign Start Date: 10/19/2021

SEO Hours per Month: 10

Campaign Type: Local

Goal: Improve Online Presence



Strategy

We focused primarily on “quartz countertops” keywords to improve online presence within their local area. Basic onsite edits were created, approved, and implemented on the landing page to support the target keywords. New backlinks were created to help establish trust and authority. Continued focus on more competitive keywords and local areas will secure more online presence over time.

Results

KEYWORD PHRASE	RANK
quartz countertops Suffolk County MA	100+ ↗ 1
quartz counters Suffolk County MA	100+ ↗ 1
soapstone counters Peabody MA	26 ↗ 1
quartzite counters Suffolk County MA	100+ ↗ 1
countertop sinks Suffolk County MA	100+ ↗ 4

Performance

