

# seo case study

## Retail

### Campaign Information

**Industry:** Retail — Handmade Furniture

**Location:** Miami, FL

**Campaign Type:** National

**Campaign Start Date:** 01/01/2013

**SEO Hours per Month:** 48

**Goal:** Increase traffic to their site and visibility for their specific niche



### Strategy

After the initial six months, our client wanted better ranking progress for more competitive keywords so their plan was upgraded to match their goals. With this new directive, our team was able to generate higher authority links and better-optimized content for the website. With these new strategies, our client went from 22 terms to 593 different keywords within the top 100 of Google and over 50 relevant terms on page one.

### Results

KEYWORD PHRASE	PAGE	RANK
home bar flush exterior kit	1 ↗ 1	2 ↗ 1
custom home bar flush exterior kit	1 ↗ 1	1 ↗ 1
solid wood home bar kits	2 ↗ 1	10 ↗ 1
custom made home bar flush exterior kit	11 ↗ 1	101 ↗ 1
custom handmade in home bar kits	1 ↗ 1	9 ↗ 4

### Performance

**80%**

**Increase in organic traffic**

**60%**

**Increase in new users**

**14**

**Keywords on page 1 of Google**