

seo case study

Retail

Campaign Information

Industry: Home audio & visual equipment

Location: Tysons Corner, VA

Campaign Type: Local

Campaign Start Date: 02/05/2016

SEO Hours per Month: 16

Goal: Rank for targeted keywords in surrounding cities and improve organic traffic to their website.



Strategy

To bring in more local traffic for our client, we created a Google My Business profile and verified their business information across a variety of local directories. We wrote strategic copy to highlight their services while educating customers on the different types of sound systems they install. After targeting keywords in Tysons Corner we turned our attention to Ashburn and Arlington where they are now ranking for a variety of keyword phrases.

Results

KEYWORD PHRASE	PAGE	RANK
tysons corner va home entertainment systems for sale	11 ↗ 1	101 ↗ 1
home entertainment systems for sale in tysons corner va	11 ↗ 1	101 ↗ 1
high performance speakers for sale in tysons corner va	11 ↗ 1	101 ↗ 1
home automation ashburn va	11 ↗ 1	101 ↗ 1

Testimonial

"I'm seeing results on my end of things, with visits to my website converting into new business. My SEO is working!" - Deniz M.

Performance

31

Keywords on page 1 of Google

34%

Increase in Organic Traffic YOY

16

Keywords Ranked #1 on Google