

seo case study

Retail

Campaign Information

Industry: Retail — Home Furnishing

Location: Miami, FL

Campaign Start Date: 01/01/2013

SEO Hours per Month: 45

Campaign Type: Local

Goal: Increase local visibility through specific buyer intent-based keywords

Results

To help bolster the site's online visibility, our teams set up hundreds of directories and online profiles and engaged with other industry thought leaders, blogs, and social posts. In addition to the expansion of our client's own digital library, these 988 public interactions helped to establish the 2,000 plus associated keyword-bank the site is boasting, a 176% increase from the start of the campaign. The quality of our onpage content built our client as an industry specialist which caught the attention of nearly 7 thousand other sites and posts, awarding us 6,827 backlinks, a 227% average yearly increase. In addition, our work fostered 2,278 organic visitors in the most recent months, a 30% increase from the start of the campaign.

Performance

KEYWORD PHRASE	START	CURRENT
mh2g	30	1
contemporary furniture naples fl	4	1
modern furniture naples fl	4	1
outdoor furniture doral	60	2
modern furniture miami	101	3



176%

Avg increase in keywords Y.O.Y.

#1

Current top rank

227%

Avg increase in backlinks Y.O.Y.

Top SEO Tasks

- 579 custom blog and article posts
- 7k links built
- 733 bookmarking submissions
- 190 business directory submissions
- 409 industry engagement activities