

seo case study

Retail

Campaign Information

Industry: Retail — Home Furnishing

Location: Miami, FL

Campaign Type: Local

Campaign Start Date: 01/01/2013

SEO Hours per Month: 45

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



Strategy

We started by helping our client set up and verify Google My Business profiles for each of their physical locations. We also worked to mark up their site via schema to increase their local presence. After a good number of keywords landed on page one, the client increased their spend which allowed the team to target more competitive keywords and more expansive areas. This client has consistently seen double the traffic of previous years for 7 months running.

Results

KEYWORD PHRASE	PAGE	RANK
contemporary furniture doral fl	1 ↗ 1	2 ↗ 1
modern furniture doral fl	1 ↗ 1	1 ↗ 1
contemporary furniture naples fl	1 ↗ 1	4 ↗ 1
contemporary furniture doral	2 ↗ 1	18 ↗ 1
modern furniture naples fl	1 ↗ 1	4 ↗ 1

Performance

216%

Increase in organic traffic

1

Current top rank on Google

30

Keywords on page 1 of Google