

# seo case study

## Scrap Metal

### Campaign Information

**Industry:** Scrap Metal

**Location:** Garfield, NJ

**Campaign Start Date:** 02/22/2017

**SEO Hours per Month:** 8

**Campaign Type:** Local

**Goal:** Expand services to neighboring cities.



### Strategy

Our link building efforts were focused on targeting multiple cities within a 5-mile radius. We replaced existing thin content with keyword-rich copy and implemented new basic onsite edits to optimize for the locations. We also created a drop-down menu on the toolbar with multiple blog pages to prove their authority in this industry. We will continue link building to maintain a presence and increase authority in the neighboring cities and expand their service area.

### Results

KEYWORD PHRASE	PAGE	RANK
copper buyers paterson nj	2 ↗ 1	20 ↗ 1
buy copper pipe hackensack nj	10+ ↗ 1	100+ ↗ 2
circuit board recycling garfield nj	2 ↗ 1	20 ↗ 1
insulated copper scrap paterson nj	10+ ↗ 1	100+ ↗ 1
copper scrap paterson nj	2 ↗ 1	11 ↗ 1

### Performance

**2.6**

**Avg Page Increase  
for Keywords**

**20**

**Keywords on  
Google Page 1**

**16%**

**Avg Rank Increase  
for Keywords**