

# seo case study

## Septic Services

### Campaign Information

**Industry:** Septic Services

**Location:** Ludlow, MA

**Campaign Start Date:** 11/11/2019

**SEO Hours per Month:** 8

**Campaign Type:** Local

**Goal:** Expand their online reach and grow their business.



### Strategy

As our client was already ranking quite well in their physical location, we started their campaign by targeting 4 main keywords in the next city over. We ensured each service provided by our client had their own page and wrote new, keyword-rich copy to make their services stand out. We also developed a strong backlink portfolio to increase their trust on Google.

### Results

KEYWORD PHRASE	PAGE	RANK
residential septic pumping belchertown ma	11 ↗ 1	101 ↗ 2
septic inspections belchertown ma	11 ↗ 1	101 ↗ 1
septic tank inspections belchertown ma	11 ↗ 1	101 ↗ 3
title five inspections belchertown ma	2 ↗ 1	17 ↗ 1
title five septic inspections belchertown ma	2 ↗ 1	20 ↗ 1

### Performance

6.8

**Avg Page Increase  
for Keywords**

67

**Avg Increase in  
Keyword Ranks**

8

**Keywords on page 1  
of Google**