

# seo case study

## Staffing Agency

### Campaign Information

**Industry:** Staffing Agency

**Campaign Type:** Local

**Location:** Newark, NJ

**Campaign Start Date:** 01/13/2021

**SEO Hours per Month:** 15

**Goal:** Rank #1 on Google



### Strategy

Our SEO team started the campaign with high opportunity keywords relevant to our client's services. We improved the front end of the site by writing brand new copy to engage customers and recommended our client build separate landing pages for each of their services. Combined with a strong link building strategy, these updates made the site easier to navigate for both Google and users, resulting in higher authority and rankings.

### Results

KEYWORD PHRASE	PAGE	RANK
staffing services new brunswick nj	11 ↗ 1	101 ↗ 4
direct hire staffing new brunswick nj	2 ↗ 1	11 ↗ 6
staffing new brunswick nj	9 ↗ 1	85 ↗ 7
temporary staffing newark nj	2 ↗ 1	12 ↗ 8
staffing agency newark nj	2 ↗ 1	14 ↗ 8

### Performance

10

Keywords on Page  
1 of Google

86

Total Links Built

10

Keywords Ranked  
in Top 10