

seo case study

Steel Supplier

Campaign Information

Industry: Manufacturing & Distribution — Steel Equipment & Service Center

Location: San Antonio, TX

Campaign Start Date: 11/19/2018

SEO Hours per Month: 12

Campaign Type: Local

Goal: Improve organic rankings and online visibility



Strategy

To increase our client's online visibility and attract new customers, we kicked off the campaign by writing fresh, new keyword-rich content for the website, increasing their relevance with Google. We also created dozens of local business listings and developed a strategic backlink portfolio to build our client's trust and authority with Google. All of these optimizations improved our client's rankings and after just 3 short months, both target keywords hit the first page! We continue to move their campaign forward with **new** keywords, specifically building authority through link building and content creation.

Results

KEYWORD PHRASE	PAGE	RANK
steel hole punching san antonio tx	11 ↗ 1	101 ↗ 1
steel hole punching services san antonio tx	11 ↗ 1	101 ↗ 1
steel sheets san antonio tx	10 ↗ 1	101 ↗ 3
steel materials san antonio tx	1 ↗ 1	2 ↗ 3
steel san antonio tx	1 ↗ 1	6 ↗ 4

Performance

9

Keywords on Page 1 of Google

539

Total Links Built

1

Current Top Rank on Google