

seo case study

Telecommunications

Campaign Information

Industry: Communication & Technology

Location: Columbia, MD

Campaign Start Date: 09/07/2016

SEO Hours per Month: 15

Campaign Type: Local

Goal: Increase organic traffic and expand into the Washington D.C. area



Strategy

We focused our efforts on article engagement, website bookmarking, linkbuilding, and classified business listings. We also created engaging, keyword-rich copy for their website, and updated H1 tags throughout their site. Not only is our client ranking in Washington D.C., as was their primary goal, with an SEO-optimized website, they have begun to pull traffic from other metropolitan cities like New York, Chicago, Los Angeles, London, and the capital of one of India's tech industries, Bengaluru.

Results

KEYWORD PHRASE	PAGE	RANK
virtual faxing services rockville md	11 ↗ 1	101 ↗ 1
open source phone system software company washington dc	11 ↗ 1	101 ↗ 1
cloud based security video Surveillance baltimore md	11 ↗ 1	101 ↗ 3
open source communications software company washington dc	11 ↗ 1	101 ↗ 7
voip teleworker washington dc	11 ↗ 2	101 ↗ 5

Performance

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Keywords on the First Page of Google

1

Current Top Rank

85%

Increase in Organic Traffic year over year