

seo case study

Towing Services

Campaign Information

Industry: Auto Services — Towing

Location: Belfield, ND

Campaign Start Date: 03/06/2020

SEO Hours per Month: 10

Campaign Type: Local

Goal: Improve Organic Rankings



Strategy

We focused primarily on “towing” keywords to bring new visibility and traffic to their site. Several rounds of keyword research was performed to find the best keyword approach. Basic onsite edits were created, approved, and implemented to support the target keywords. New backlinks were created to build authority. Continued keyword optimization, link building, and other local SEO strategies will secure more online presence.

Results

KEYWORD PHRASE	RANK
towing Belfield ND	14 ↗ 1
heavy duty towing Belfield ND	14 ↗ 1
heavy duty vehicle towing Hebron ND	13 ↗ 1
roadside assistance Belfield ND	100+ ↗ 1

Performance

3.3

Avg Page Increase
for Keywords

35%

Increase in
Connected Backlinks

8

Keywords on
Page 1 of Google