

seo case study

Traffic Products

Campaign Information

Industry: Traffic Control Products

Location: Denham Springs, LA

Campaign Start Date: 12/15/2017

SEO Hours per Month: 8

Campaign Type: Local

Goal: Broaden their online reach to include more populated areas.



Strategy

Since our client's main focus was on "guardrails", we focused on page creation for that service and optimized the meta tags and content. We then built multiple links to bring traffic to the page. Not only has our client established authority for their desired service and location, but they are now ranking for neighboring cities as well. We are continuing to monitor their progress and once their keywords stabilize, we'll shift our focus to new keywords and phrases.

Results

KEYWORD PHRASE	PAGE	RANK
guardrail installation baton rogue la	10+ ↗ 1	100+ ↗ 1
construction signs kenner la	10+ ↗ 1	100+ ↗ 1
road safety sign product rentals lafayette la	10+ ↗ 1	100+ ↗ 3
construction sign service lafayette la	10+ ↗ 1	100+ ↗ 3
construction sign service kenner la	10+ ↗ 1	100+ ↗ 1

Performance

9.3

**Avg Page Increase
for Keywords**

92%

**Avg Increase in
Keyword Ranks**

14

**Keywords on page 1
of Google**