

# seo case study

## Transportation

### Campaign Information

**Industry:** Transportation | Limousine Service

**Location:** Westfield, NJ

**Campaign Start Date:** 10/15/2021

**SEO Hours per Month:** 10

**Campaign Type:** Local

**Goal:** Improve the online visibility of the website

### Results

After publishing a new website, our team helped to reclaim much of the companies previous online presence. We started with optimizing the home page and publishing a new landing page to improve the rankings of the target keywords. Further, we focused on link building to build additional trust and authority to the website. These efforts fed directly into our client's goals, boosting their organic keywords by 152%. Overall, we saw a 22% increase in organic traffic with 19 keywords ranking in Google's top 10 search results. Continued focus on new keywords and offsite link building will help further improve their search rankings and online visibility.



**152%** Increase in Organic Keywords

**22%** Increase in Organic Website Traffic

**19** Keywords in Google's Top 10 Search Results

### Performance

KEYWORD PHRASE	START	CURRENT
limo services westfield nj	30	2
limos westfield nj	26	3
black car transport summit nj	101	1
black car service summit nj	101	2
limousine services westfield nj	44	3

### Top SEO Tasks

- 244 total tasks completed
- 72 website bookmarks
- 64 article engagements
- 27 business directory submissions
- 16 aged article inclusions