

seo case study

Custom T-Shirts

Campaign Information

Industry: eCommerce, Custom T-Shirts

Location: Port Richey, FL

Campaign Start Date: 07/20/2020

SEO Hours per Month: 5

Campaign Type: Local

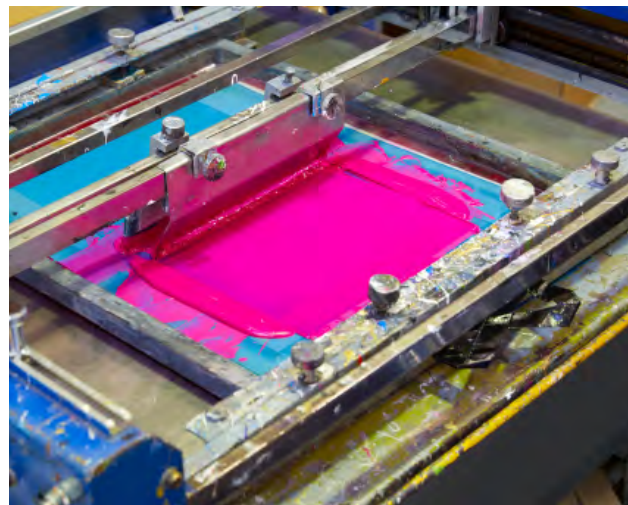
Goal: Rank number one on the first page locally

Results

The client created a new website that needed to be indexed, mapped, and optimized from the ground up. Much of Google's reporting software was undergoing maintenance during the transitional period so tasks were relegated to bookmarking, offsite engagement, and business directories. Onsite recommendations were used to better align the metadata, h1 tags, and onsite copy to the targeted keywords. As soon as the tools were re-engaged and the implementations were made, the rankings started pouring in; bringing our targeted keywords to Google's top ten in just two months.

Performance

KEYWORD PHRASE	PAGE	RANK
screen printing pasco county fl	3 ↑ 1	26 ↑ 3
screen printing services pasco county fl	3 ↑ 1	22 ↑ 3
custom t pasco county fl	3 ↑ 1	22 ↑ 4
custom t shirts tampa fl	3 ↑ 2	29 ↑ 17
custom made t shirts tampa fl	5 ↑ 2	48 ↑ 19



5

Keyword rankings improved

#3

Current Top Rank

230

Total links built to date

Top SEO Tasks

- 34 local listings submitted and optimized
- Onsite optimizations
- Offsite article engagement and backlinking
- 76 online bookmark submissions
- Sitemap created and implemented