

Statistics Date Range: (May 2020)

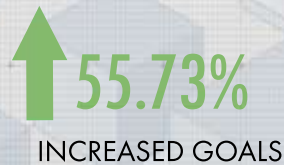
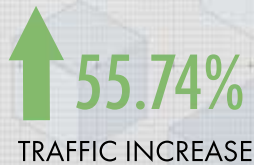
THE CHALLENGE

A professional commercial cleaning and sanitation service were experiencing multiple issues with their website and Organic SEO. They were using a specific type of company that focused on only one industry and had a very low-end SEO strategy. The companies keyword strategy, as well as content and Digital strategy, were lacking the needed areas to help showcase the company correctly. The goal was to create a new Digital Strategy that uses multiple areas along with Organic SEO, Map Listings, and strategic keyword analysis to improve their local presence, increase organic traffic, and conversions. During the initial audit and research phase, we saw the client was only ranking for 1 of their major search terms. Our research also showed the correct tracking and Organic strategy was being interrupted by the website load time and page speed.

OUR SOLUTION

The solution, in this case, was to rebuild their current website with a more up-to-date feel on a more secured platform. Once that was completed and launched we custom-built a Digital Marketing strategy that included multiple platforms to help Organic SEO, Google AdWords, Social Media Ads, and LinkedIn Marketing Ads. Knowing how competitive this specific industry is, we organized a 30-day plan to remarket old leads while we started to integrate the Local SEO listings and Map listing using our custom CRM and Lead Nurturing Platform, LeadFlow. 90 days after starting the new strategy, the website went from ranking for just 2 keywords on page 1 of results to ranking for 3 keywords on the first page. An increase of 33%. Months later the momentum of our SEO strategy was in full throttle as they now ranked on the first page of search engines for 15 keywords. An increase of more than 81%.

ORGANIC SEO RESULTS



GOOGLE MY BUSINESS DATA

