

Statistics Date Range: (April 2018 vs April 2019)

THE CHALLENGE

Having already established a modest online presence, First Choice approached Shoreline in an attempt to improve his standing in the local community. By increasing organic rankings and site traffic, First Choice hoped to boost the conversion of online visitors through form submissions, bot chats, and real-time calls. Though SEO efforts had been made, results had been insubstantial, as there were very few actual searches for the keywords being targeted.

↑ 60.35%
 WEBSITE PAGEVIEWS



↑ 177.27%
 ORGANIC SESSIONS



↑ 97.56%
 OVERALL TRAFFIC



OUR SOLUTION

By researching actual consumer behaviour, Shoreline established a unique set of keywords targeted directly to First Choice's base. A thorough sweep of all search engines was conducted to ensure that business information was accurate and consistent, with a focus on top-tier directories such as Google My Business, Apple Maps, and Bing Local. After 6 months of consistent effort, First Choice had attained first-page rank for 438 keywords at the one year mark, this number had nearly doubled to 702. An increase of over 7700%, Shoreline continues to invest in - and see results from a robust keyword campaigns original audience: his local community.

