

Statistics Date Range: (April 2022 - April 2023)

## THE CHALLENGE

A professional plumbing company in NJ was experiencing multiple issues with its website, Organic SEO, and overall PPC. They were using a specific type of company that focused on only one industry and had a very low-end SEO strategy. The company's keyword strategy, as well as content and Digital strategy, were lacking the needed areas to help showcase the company correctly.

## OUR SOLUTION

Being the company was being held hostage from acquiring their website and all website files our web development team put a plan in place to rebuild the current site while keeping all SEO and templates in place. Once that was completed a custom Data-Driven SEO and Digital Marketing Strategy was put into place for specific targeting in their area for the most searched plumbing keywords. We focused on specific areas as well as an overall region to help AME dominate its competitors online. In just a few months we were able to not only increase traffic but also increase all form and call conversions using Organic as their top referral source. Shoreline Media, the best solution for Local SEO Marketing and Search Engine Optimization (Local SEO).

