

**266.10%** INCREASE IN OVERALL  
WEBSITE TRAFFIC

**313.59%** INCREASE IN GOOGLE  
ORGANIC SEARCHES

**160.80%** INCREASE IN  
WEBSITE PAGE VIEWS

# PLUMBING SERVICES

NEW JERSEY

# SEO STRATEGY

## PRIOR TO SEO

A PLUMBING COMPANY CAME TO US IN NOVEMBER 2018 WITH SOME ONLINE PRESENCE. THEY WANTED TO IMPROVE THEIR LOCAL PRESENCE BY INCREASING ORGANIC RANKINGS AND TRAFFIC TO THEIR WEBSITE AND INCREASE CLIENTELE. AT THE TIME THEY SIGNED ON FOR OUR SEO SERVICES, THEY HAD 0 KEYWORDS RANKING ON THE FIRST PAGE OF MAJOR SEARCH ENGINES.

## OUR APPROACH

WE IDENTIFIED HOW POTENTIAL CUSTOMERS WERE SEARCHING THROUGH EXTENSIVE KEYWORD RESEARCH.

KEYWORDS RANKING ON FIRST PAGE IN MAJOR SEARCH ENGINES SEO CASE STUDY DIGITAL MARKETING COMPANY WE DESIGNED & IMPLEMENTED AN SEO CAMPAIGN THAT INCLUDED ON-PAGE AND OFF-PAGE OPTIMIZATION AROUND THEIR TARGETED KEYWORD TERMS.

WE DEVELOPED AND DISTRIBUTED SEO FRIENDLY CONTENT ON RELEVANT WEBSITES.