

\$960 SPEND/MONTH

24 KEYWORDS
ON PAGE 1

5 AVERAGE RANKING
FOR ALL KEYWORDS

PASSION SOCCER

NATIONAL CAMPAIGN

SEO STRATEGY

OUR CLIENT IS A FAMILY-OWNED SOCCER BOUTIQUE LOCATED IN MONTREAL. THEY OPENED IN 2010 AND NOW HAVE 3 LOCATIONS AROUND THE CITY. THEIR MISSION IS TO PROVIDE THE HIGHEST QUALITY BRANDS OF SHIN GUARDS, GLOVES, CLEATS, AND UNIFORMS TO THEIR CUSTOMERS. THEIR GOAL IN IMPLEMENTING SEO IS TO INCREASE TRAFFIC AND DRIVE NEW SALES.

AFTER WE COMPLETED A PRELIMINARY AUDIT ON THEIR WEBSITE, WE BEGAN FOCUSING OUR EFFORTS ON ARTICLE ENGAGEMENT, WEBSITE BOOKMARK-ING, CUSTOM BLOG PUBLICATIONS, AND CLASSIFIED BUSINESS LISTINGS.

FOUR MONTHS INTO THEIR CAMPAIGN THEY BEGAN TO DOMINATE IN MONTREAL, ALLOWING US TO BEGIN FOCUSING ON EXPANDING THEIR ONLINE PRESENCE INTO OTTAWA, QUEBEC CITY, AND SEVERAL CITIES IN NEW BRUNSWICK.