

SEO Success

This is a Beauty or hair salon Industry.



Prior to Us

Evelyn Kershaw Hair Salon came to us in Jan 22 of 2020, 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**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.

After 3 Months

90 days year later, the website went from ranking for 0 keywords on Page 1 of results to ranking for **12 keywords** on the first page.

April 2020

After 12 Months

1 year later, the website went from ranking for 0 keywords on Page 1 of results to ranking for **33 keywords** on the first page.

Jan 2021

By April 2023

The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for **67 keywords**.

April 2023

Google My Business

2.4k

Total views received in last 30 days (1.5k Listing Search, 846 Listing Maps)

Total Views

551

Total Actions in last 30 days (290 Website Visits, 95 Request Directions, 166 Calls)

Total Actions

Google Search Console Data

32.82%

Increase in clicks. 433 clicks received in last 1 month.

30.57%

Increase in impressions. 66.2K impressions received in last 1 month.

Google Analytics data

36.55%

Increase in Overall Website Traffic. 1,147 Overall visits received in last 1 month.

36.78%

Increase in Google Organic Session. 807 Organic visits received in last 1 month.

41.23%

Increase in Website Pageviews. 2,254 Pageviews received in last 1 month.

*Major Search Engines defined as Google and Bing