

# SEO Success

This is a Heating and air conditioning Industry.



## Prior to Us

**Delco Air** came to us in November 2022, 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 16 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 later, the website went from ranking for just 16 keywords on Page 1 of results to ranking for **40 keywords** on the first page. An increase of 150%.

February 2023

By April 2023

The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for **61 keywords**. An increase of more than 282%.

April 2023

## Google My Business

**2.7k**

Total views received in last 3 months (2.1k Listing Search, 668 Listing Maps)

**493**

Total Actions in last 3 months (148 Website Visits, 262 Request Directions, 83 Calls)

## Google Search Console Data

**27%**

Increase in clicks. 343 clicks received in last 1 month.

**28.52%**

Increase in impressions. 193.1k impressions received in last 1 month.

## Google Analytics data

**1,126.6%**

Increase in Overall Website Traffic. 1716 Overall visits received in last 1 month.

**377.12%**

Increase in Google Organic Sessions. 225 Organic visits received in last 1 month.

**896.12%**

Increase in Website Pageviews. 2,361 Pageviews received in last 1 month.

\*Major Search Engines defined as Google and Bing