

# SEO Success

This is a Moving and storage service Industry.



## Prior to Us

**Jackson Moving & Storage** came to us in Apr 27 of 2017, 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 2 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 2 keywords on Page 1 of results to ranking for **100 keywords** on the first page. An increase of 4900%.

July 2017

### After 2 Years

2 years later, the website went from ranking for 2 keywords on Page 1 of results to ranking for **300 keywords** on the first page. An increase of 14900%.

April 2019

### After 4 Years

4 years later, the website went from ranking for 2 keywords on Page 1 of results to ranking for **450 keywords** on the first page. An increase of 22400%.

April 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 **617 keywords**. An increase of 30750% since start of the campaign.

April 2023

## Google My Business

**1.6k**

Total views received in last 30 days (1.3k Listing Search, 269 Listing Maps)

Total Views

**161**

Total Actions in last 30 days (83 Website Visits, 50 Request Directions, 28 Calls)

Total Actions

## Google Analytics data

**59.22%**

Increase in Overall Website Traffic. 2,253 Overall visits received in last 30 days.

**128.42%**

Increase in Google Organic Session. 1,503 Organic visits received in last 30 days.

**61.52%**

Increase in Website Pageviews. 4,773 Pageviews received in last 30 days.

\*Major Search Engines defined as Google and Bing