SEO Success

This is Home Care Services Industries.

Prior to SEO

The client came to us in **March 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 up for our SEO services they had 3 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.

By September 2022

The momentum of the campaign was in full throttle **Keywords Ranking on First Page in Major** as they now ranked on the Search Engines* first page of search engines for 31 keywords. An increase After 3 Months of more than 933%. to ranking for **10 keywords** June-2022 September-2022 **Google Analytics data** 145.98% 52.82% 126.32% Increase in Google Organic Increase in Website Increase in Overall Sessions. 1,170 Organic Pageviews. 7,859 Website Traffic. 4,148 visits received in last 5 Pageviews received in Overall visits received in months. last 5 months. last 5 months.

Google Search Console



161.60% Increase in total impressions. 88K total impressions received in last 5 months.

Google Business Profile Insights

49.75%

Increase in total searches. 5.9k total searches received in last 5 months.

45.33%

Increase in total views. 6.2k total views received in last 5 months.

30%

Increase in total customer actions. 504 total customer actions in last 5 months.