

SEO Success

This is a Clothing Services Industry.



Prior to Us

Luxtaylor 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 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 just 2 keywords on Page 1 of results to ranking for **25 keywords** on the first page. An increase of 1150%.

June 2022

By May 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 2950%.

May 2023

Google My Business

62.6k

Total views received in last 12 months (35.8k Listing Search, 35.8k Listing Maps)

2k

Total Actions in last 12 months (836 Website Visits, 701 Request Directions, 535 Calls)

Google Search Console Data

68.87%

Increase in clicks. 9.44k clicks received in last 6 months.

1194.25%

Increase in impressions. 1.17m impressions received in last 6 months.

Google Analytics data

123.84%

Increase in Overall Website Traffic. 2,771 Overall visits received in last 1 month.

142.32%

Increase in Google Organic Sessions. 2,126 Organic visits received in last 1 month.

110.45%

Increase in Website Pageviews. 3,430 Pageviews received in last 1 month.

*Major Search Engines defined as Google and Bing