

SEO Success

This is a Freight & Transportation Industry.



Prior to Us

Hawk Express came to us in July, 2022, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. When they enrolled in our SEO services, none of the keywords were 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

After 90 days, the website's keyword ranking improved from 0 to **3 keywords** on the first page. An increase of 100%.

Oct 2022

By 12 months

12 Months later, the website went from ranking for 0 keywords on Page 1 of results to ranking for **5 keywords** on the first page. An increase of 300%.

July 2022

By June 2023

The momentum of the campaign was in full throttle as they now ranked on the first page of search engines for **15 keywords**. An increase of more than 1300%.

June 2023

Google Search Console Data

38.33%

Increase in clicks.

116 clicks received in last 6 months.

10.98%

Increase in impressions.

1K impressions received in last 6 months.

Google Analytics data

7.80%

Increase in Overall Website Traffic. 1272 Overall visits received in last 6 months.

38.11%

Increase in Google Organic Sessions. 598 Organic visits received in last 6 months.

47%

Increase in Website Pageviews. 1,195 Pageviews received in last 6 months.

*Major Search Engines defined as Google and Bing