

# seo case study

## Program Evaluation

### Campaign Information

Industry: Consulting - Program Evaluation

Location: Tampa, FL

Campaign Start Date: 08/17/2021

SEO Hours per Month: 16

Campaign Type: Local

Goal: Increase business's visibility to potential customers

### Results

Since our client services such a niche industry, our team decided it would be best to expand the campaign to surrounding areas rather than just the client's physical location, mainly including St Petersburg, FL. By targeting these locations and submitting the business's information into different business directory and bookmarking sites, the campaign saw quick success as nine of the chosen keywords moved into the top 10 rankings of Google.

### Performance

KEYWORD PHRASE	START	CURRENT
program evaluation services tampa fl	101	1
program evaluation solutions tampa fl	101	1
commercial program evaluation services tampa fl	101	1
analytics consultation st petersburg fl	101	12
data mining solutions tampa fl	101	13



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Keyword rankings improved

#1

Current top rank

9

Keywords in Google's top 10

### Top SEO Tasks

- 6 custom blog posts
- 68 links built
- 22 bookmarking submissions
- 17 articles engaged
- 25 business directory submissions