

seo case study

Landscaping

Campaign Information

Industry: Landscaping

Location: Longwood, FL

Campaign Type: Local

Campaign Start Date: 04/11/2019

SEO Hours per Month: 32

Goal: Expand their online reach to the surrounding areas



Strategy

When we first began working with the client, they already had a very strong presence in their physical location. Two of their targeted keywords were so strong they ranked on the first page of Google after just 2 weeks. We recommended creating separate pages for each of their offered services to optimize their website. We focused on blog content that detailed what differentiates our client from their competition. The success of this focus grew the client's online presence exponentially, slotting 22 keywords on page one of Google within the first four months.

Results

KEYWORD PHRASE	PAGE	RANK
wholesale chocolate brown mulch supplies umatilla fl	11 ↗ 1	101 ↗ 4
bulk mulch pallets home delivery orlando fl	11 ↗ 1	101 ↗ 5
wholesale chocolate brown mulch orlando fl	11 ↗ 1	101 ↗ 1
wholesale chocolate brown mulch umatilla fl	11 ↗ 1	101 ↗ 1
chocolate brown mulch pallets orlando fl	11 ↗ 1	101 ↗ 2

Performance

1

Avg ranking for all keywords

1

Current top keyword rank

38

Keywords on page 1 of Google