

# seo case study

## DJ Services



### Campaign Information

**Industry:** Music & Entertainment — DJ Services

**Location:** Florissant, MO

**Campaign Start Date:** 07/01/2019

**SEO Hours per Month:** 5

**Campaign Type:** Local

**Goal:** Increase keyword rankings to drive web traffic within a 20 mile radius

### Results

With the client's limited budget, building slow, steady, and solid growth is paramount so gathering authority for the site became the team's top priority. By submitting the client's website to 133 different bookmarking services and listing the business in over 150 different online directories, as well as our engagement with 130 industry articles, search engines like Google began seeing our client as a good, reliable candidate for relevant searches.

Over the course of the campaign, our client has seen 5 keywords rise to Google's top 10, 39 new organic keyword associations, 436 website backlinks, and the number of organic clicks on their associated search terms doubled.

### Performance

KEYWORD PHRASE	START	CURRENT
mobile dj services florissant mo	101	6
mobile wedding reception dj florissant mo	101	6
birthday party dj florissant mo	101	7
mobile wedding dj florissant mo	101	7
dj services florissant mo	101	8



**100%** increase in organic SERP clicks

**39** associated organic keywords and terms

**3.4%** avg increase in backlinks Q.O.Q.

### Top SEO Tasks

- 173 local, business, and classified directory submissions
- 604 work items completed
- 130 offsite articles engaged
- 133 website bookmarks
- 2 onsite recommendations