SEO Success

This is Home Care Services Industries.



Prior to SEO

The client 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 up for our SEO services they had 3 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.

By September 2022

Keywords Ranking on First Page in Major Search Engines* After 3 Months 90 days later, the website went from ranking for just 3 keywords on Page 1 results to ranking for 10 keywords on the first page. An increase of 233.33%.

Google Analytics data

126.32%

June-2022

Increase in Overall Website Traffic. 4,148 Overall visits received in last 5 months. 145.98%

Increase in Google Organic Sessions. 1,170 Organic visits received in last 5 months. 52.82%

September-2022

Increase in Website Pageviews. 7,859 Pageviews received in last 5 months.

Google Search Console

48.30%

Increase in total clicks. 942 total clicks received in last 5 months.

161.60%

Increase in total impressions. 88K total impressions received in last 5 months.

Google Business Profile Insights

49.75%

Increase in total searches.
5.9k total searches
received in last 5 months.

45.33%

Increase in total views.
6.2k total views received in last 5 months.

30%

Increase in total customer actions. 504 total customer actions in last 5 months.