

# SEO CASE STUDY

## DOG OBEDIENCE TRAINING SERVICES



### Prior to SEO

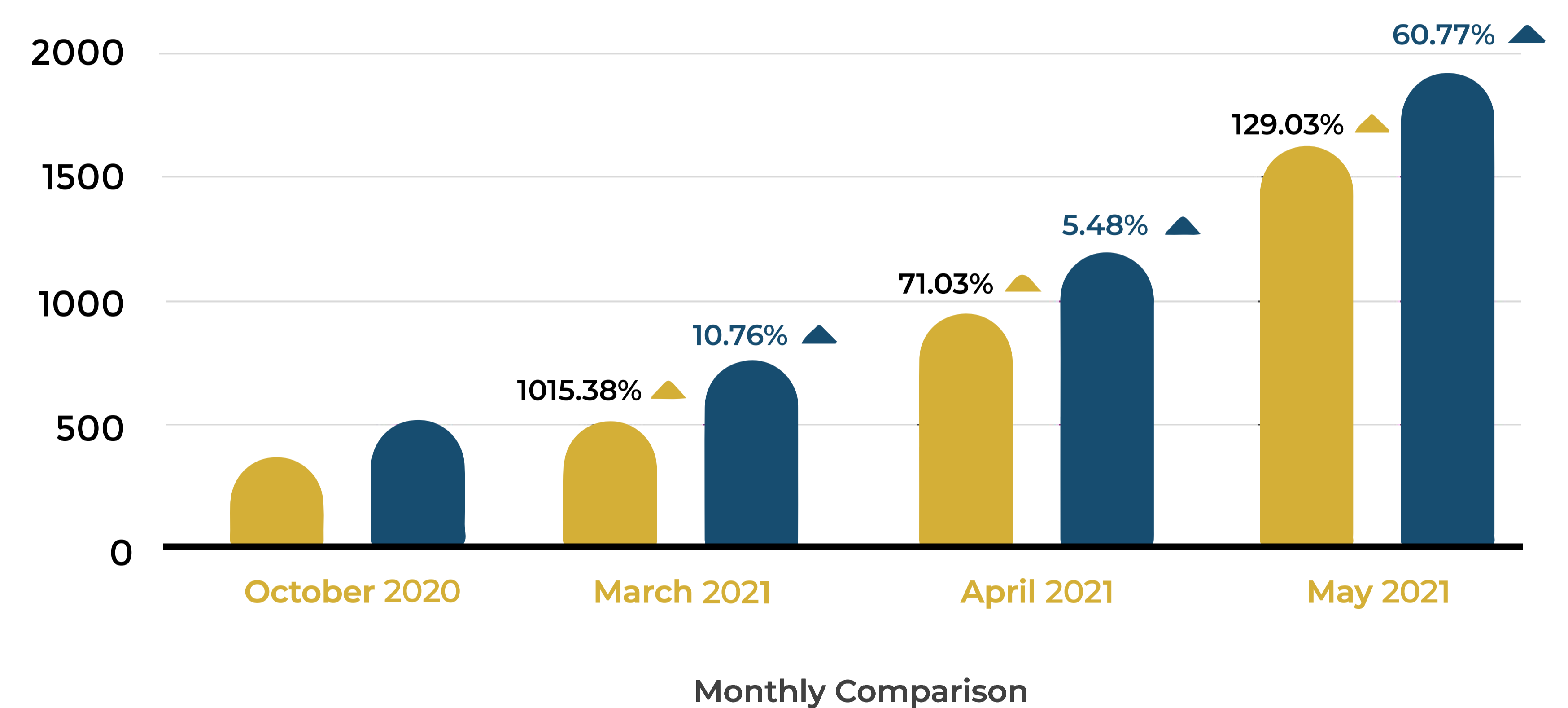
The client approached us in September 2020 without any online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services, they had just two keywords ranking on the first page of major search engines.

## SEO 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.

### Google Analytics Insights

● Organic Traffic ● Total Sessions



## Keywords Ranking on First Page in Major Search Engines

### BENCHMARK

September 2020

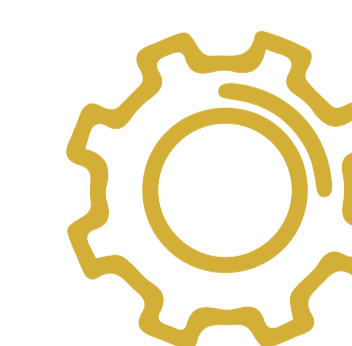


**0 Targeted  
keyword**

Were Ranking on  
Page 1.

### BY MAY 2021

May 2021



**7 keywords**

Now rank on the  
first page of  
search engines.