

# SEO CASE STUDY

## KITCHEN REMODELING SERVICES



### Prior to SEO

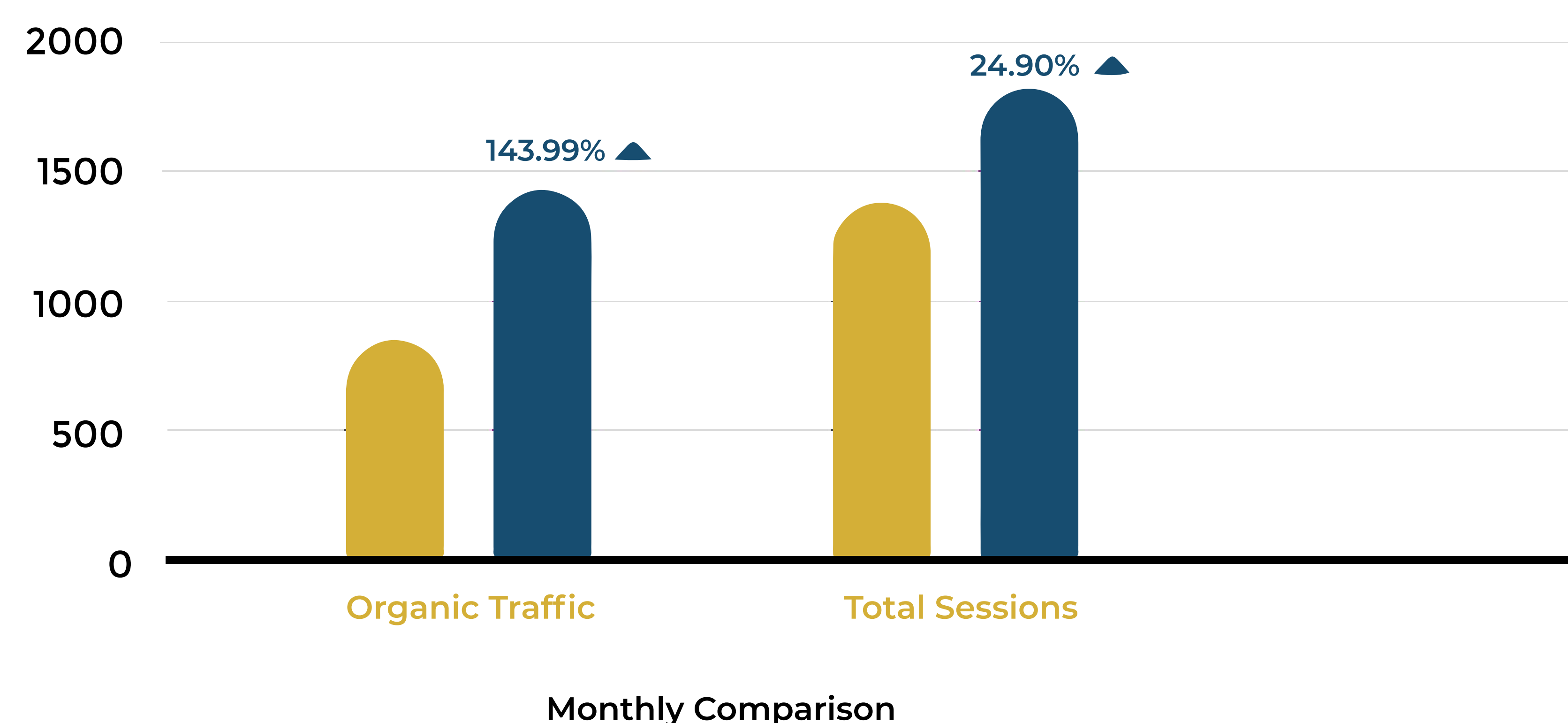
The client approached us in December 2020 with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services, they had zero keyword ranking on the first page of major 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

● Jan 2021 ● May, 2021



## Keywords Ranking on First Page in Major Search Engines

### BENCHMARK

December 2020

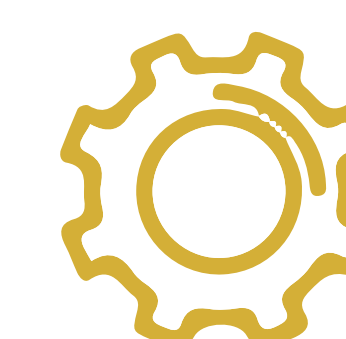


**0 Targeted keyword**

Were Ranking on Page 1.

### BY JUNE 2021

June 2021



**5 keywords**

Now rank on the first page of search engines.