

# SEO Success

This is Home Care Services Industries.



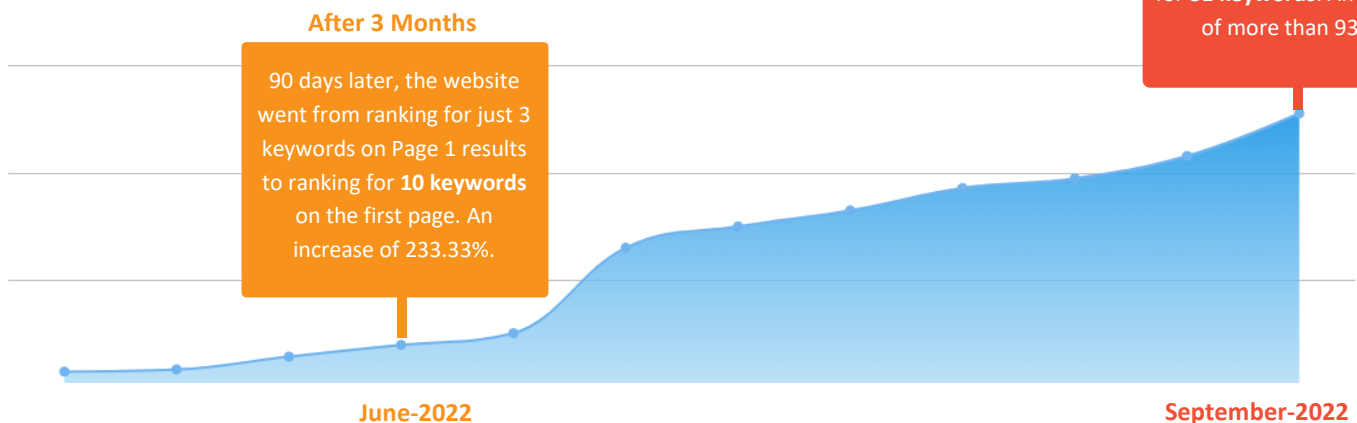
## Prior to SEO

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.

## Keywords Ranking on First Page in Major Search Engines\*



## Google Analytics data

**126.32%**

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%**

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.