

CASE STUDY

SEO FOR MOVERS



GET MORE GROWTH WITH SEO SERVICES

Washington, DC Moving Company Sees
676% Increase in Local Web Traffic in
First 8 Months of SEO Services

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THE PROBLEM

Our client, a moving company in the Washington, DC area, wanted more growth. Specifically, they wanted their moving company to be a household name in the entire DC Metro area. Faced with grueling competition and little knowledge about digital marketing, the owners knew they needed to dominate the online marketplace but didn't know where to start.

After spending an excessive amount on pay per click (PPC) ads that didn't work and minimal investment in backlinks and blogs, the owners saw little year-over-year growth and were growing desperate. They needed to find a cost-effective solution that would get them ranking locally for the top keywords and top areas they serviced and grow their bottom line through the off-season.

THE SOLUTION

The client's search engine optimization (SEO) campaign began with a website and marketing audit. We discovered that the content on the website wasn't ranking well for any of their target keywords and that they didn't have any sort of lead-generation strategy.

To increase local traffic, we implemented local SEO tactics that would get the client ranking in all of their target market areas. In order to drive more leads and visits, we also implemented a cohesive social media and email marketing strategy to support SEO efforts and drive more traffic to the website.

5 SIMPLE RULES FOR SEO



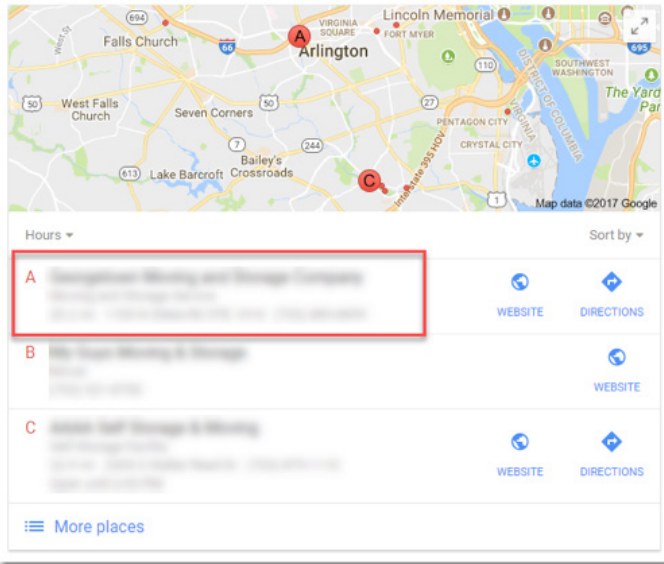
In order to help this electrical company, we had to get them to re-think the way they approach the web by adopting five simple rules:

1. Track everything and make data-driven decisions.
2. Your website is not a brochure; it's a virtual sales rep.
3. Maximize your online real estate—starting with search engine results.
4. Continually optimize your visit-to-sale conversion rate.
5. Establish and promote your company as THE authority.

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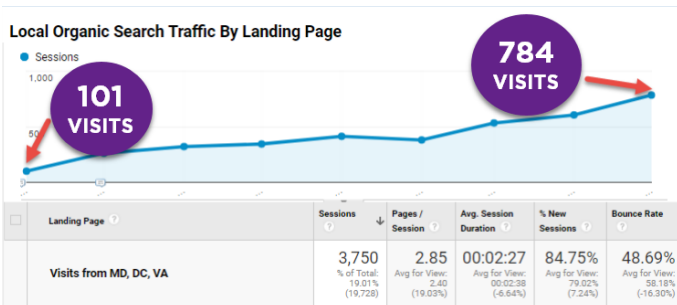
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THE RESULTS



In the first eight months of services, the moving client jumped to the top of the local pack for local search results. After extensive SEO and offsite efforts with email and social media, their ranked keywords led to an increase in web traffic by 676%, and leads by 678%.

- Increase in organic web traffic 676%



- Increase in organic leads by 678%
- Increase in page one keywords by 48%

Rankings			
Keywords Analyzed	?	1,364	0
Total Listings	?	1,283	+276
Top Ten Keywords	?	377 (27.6%)	+92
Page One Keywords	?	377 (27.6%)	+122

TAKEAWAY

Simply HAVING a website isn't enough to rank for competitive keywords, especially for local areas. The difficulty here comes from having the right website schema and consistent NAP (name, address, phone number) across all areas of the web so that you show up in Google's Local Pack (the three local listings featured under pay per click ads). By investing in technical and local SEO, building out content that ranks well, and nurturing off-site relationships through email marketing and social media, we were able to get the client the web traffic they wanted and the leads they needed.

ABOUT BLUE CORONA

Learn more about how we can help you create a highly effective online presence, accurately track your advertising results, and use content marketing, search engine optimization (SEO), pay per click (PPC), web design, and more to get more leads and sales for your business from the web.

Founded in 2008, Blue Corona is a data-driven online marketing company that helps businesses increase leads and sales, optimizemarketing costs, and differentiate their brands in the marketplace using online marketing strategies such as website design and development, pay per click (PPC) advertising, search engine optimization (SEO), video, email and social media marketing, ad tracking, conversion rate optimization, and more. Blue Corona was ranked on the Inc. 500 list in 2012 and is an Inc. Hall of Fame member—Inc.'s prestigious award given to companies that have ranked on the Inc. 5000 at least five times in a row. The company has offices in both Gaithersburg, MD and Charlotte, NC. Call us today at: 877.806.5222 or follow us:

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