

SEO Case Study

Handmade Bar Furniture Shop

National Campaign

Spend: \$2400/month



SEO Strategy

This client has been with us for 13 months. His goal was to increase traffic to his site as well as visibility for his specific niche (custom bar furniture/ bar kits) nationally. After six months the client saw some good success but wanted to see better ranking progress for more competitive keywords. He upgraded to the premium spend level and we re-evaluated his strategy to match his new spend.

With this new spend he was able to get more high authority links created for his website and a full in depth site audit for him. Through this audit we also determined that he needed better optimized content to see success with this new strategy. He had no original content onsite and we wrote and implemented copy that uses his keywords conversationally so he is now better optimized. Our offsite link building is drawing in better leads for him and increasing how many terms he is seen for overall. At this point in his campaign he is seen for more terms than ever before going from being seen for 22 terms six months ago to being seen for 593 different keywords within the top 100 on Google and over 50 different relevant terms on page one of Google. He said he is receiving also so many calls that he sometimes can't make our scheduled appointments.

Keyword	Start Rank	Start Page	Current Rank	Current Page
Home Bar FLush Exterior Kit	2	1	↑ 1	1
Custom Home Bar Flush Exterior Kit	1	1	1	1
Solid Wood Home Bar Kits	10	2	↑ 1	↑ 1
Custom Made Home Bar Flush Exterior Kit	101	11	↑ 1	↑ 1
Custom Handmade in Home Bar Kits	9	1	↑ 4	1