

SEO Case Study

Soccer Boutique

National Campaign

\$960 Spend/Month

21 Keywords on Page 1

4 Average Ranking for All Keywords

SEO Strategy

Our client is a family owned soccer boutique located in Montreal. They opened in 2010 and now have 3 locations around the city. Their mission is to provide the highest quality brands of shin guards, gloves, cleats, and uniforms to their customers. Their goal in implementing SEO is to increase traffic and drive new sales.

We completed a preliminary audit and began focusing our efforts on article engagement, website bookmarking, custom blog publications, and classified business listings. Four months into their campaign they began to dominate in Montreal, allowing us to begin focusing on expanding their online presence into Ottawa, Quebec City, and several cities in New Brunswick.

Keyword	Start Rank	Start Page	Current Rank	Current Page
Soccer Shin Gaurd Products montreal	16	2	↑ 1	↑ 1
Soccer Shin Gaurd Products Saint Leonard	101	10	↑ 1	↑ 1
Soccer Shin Gaurd Products Vaudreuil	101	11	↑ 1	↑ 1
Soccer Shin Gaurds Saint Leonard	101	10	↑ 1	↑ 1
Soccer Accessory Products Saint Leonard	5	1	↑ 1	1