

# SEO case study

## Plumbing



### Campaign Information

**Industry:** Plumbing – Installation and Repair

**Location:** Springfield, IL

**Campaign Start Date:** 02/03/2020

**SEO Hours per Month:** 10

**Campaign Type:** Local

**Goal:** Generate new, prospective leads in local and surrounding areas.



### Strategy

After a thorough website audit, our team recommended our client create dedicated pages for each of their services to optimize the targeted terms. Our professional writers created new, engaging copy to highlight and differentiate each service. We've also taken to expanding their backlink portfolio, submission to numerous business directories, and writing custom blog posts to expand their online presence.

### Results

KEYWORD PHRASE	PAGE	RANK
sewer line repair sangamon county il	10+ ↗ 1	100+ ↗ 1
sewer repair sangamon county il	10+ ↗ 1	100+ ↗ 1
sewer line replacement sangamon county il	10+ ↗ 1	100+ ↗ 1
drain cleaning sangamon county il	10+ ↗ 1	100+ ↗ 1
drain clearing sangamon county il	10+ ↗ 1	100+ ↗ 1

### Performance

- 8.5** Avg Page Increase for Keywords
- 7** Keywords Ranked #1 on Google
- 11** Keywords on page 1 of Google