

The background is a solid teal color. It features several abstract graphics: a large, semi-transparent pie chart in the upper right quadrant, and a series of vertical bars of varying heights in the bottom right corner, resembling a bar chart. There are also several smaller, semi-transparent pie charts scattered throughout the right side of the image.

Case Study: Promising Early Results In An Initial Three-Month SEO Campaign.

Adapted from a client presentation



Summary

A client had two lead generation websites for high-efficiency heating and cooling products. It was affiliated with an HVAC distributor and used paid advertising to draw people to the site and into the sales funnel.

Now, he wanted to see if an SEO campaign could increase traffic and impressions as either an alternative or complementary investment to paid search.

Our goal for an initial three-month campaign was to show how our SEO strategies can increase organic traffic and search rankings for valuable keywords in multiple local search areas. The sites were about a year old and did not correspond to a physical location. We needed to compete against local businesses with optimized Google Business Profiles and websites with years of content, authority, and local citations.

The strategy included internal link restructuring, optimized local service pages, and 30 blogs per site in tight topic clustering with strategic links to conversion pages.

In less than 30 days:

- Rankings for new, tracked keywords rose exponentially.
- Organic remained steady over six weeks of the campaign with slight increases over the preceding six weeks.



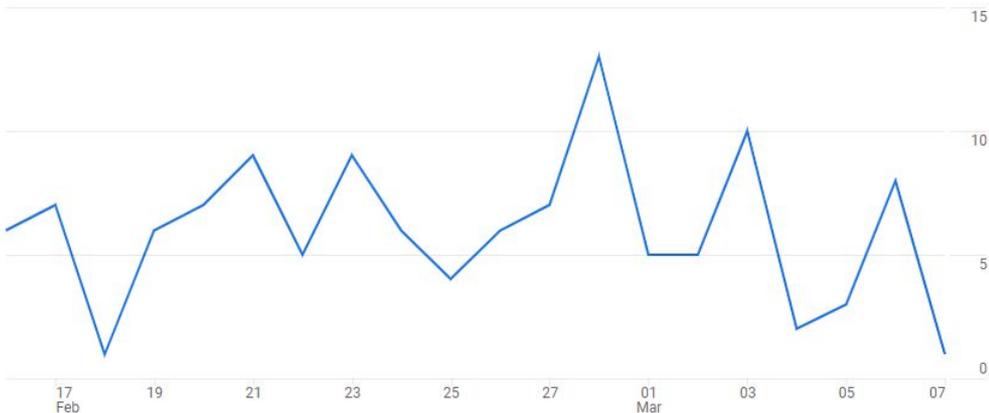
Timeline

- February 1:** Began keyword research, strategy, technical audit, content audit, and planning.
- February 9:** Completed keyword research and strategy.
- February 16:** Began publishing service pages and tracking keywords.
Completed technical remediation. Restructured internal linking.
- February. 24:** Began publishing three blogs per week, retroactive to February 13.
- March 5:** Added internal linking to and from published blogs.
- March 10:** Provided initial report.

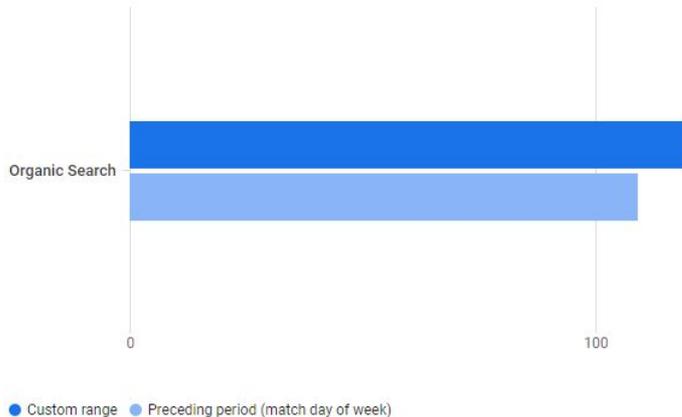


Initial Organic Traffic Increases (Site 1)

New users by First user default channel group over time



New users by First user default channel group



Search...

Rows per page: 10 1-3 of 3

First user default channel group +

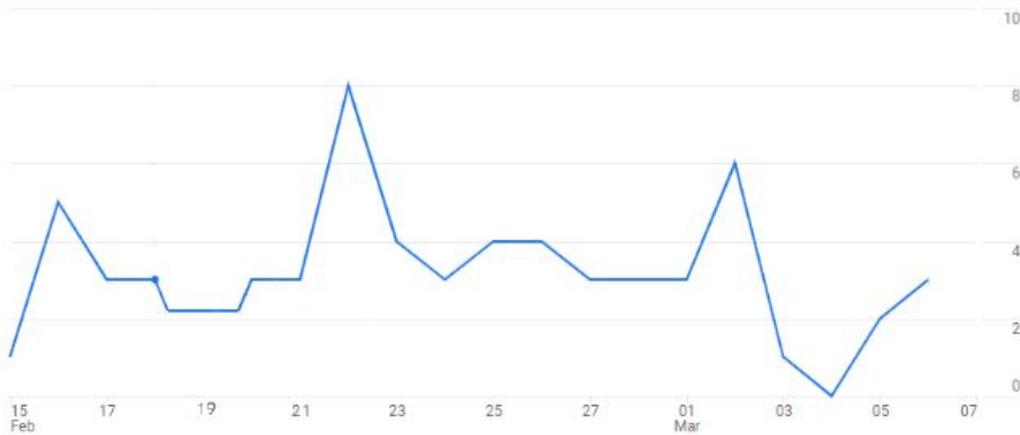
SHOW ALL ROWS

↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
120 vs. 109 → ↑ 10.09%	121 vs. 92 → ↑ 31.52%	84.62% vs. 76.03% → ↑ 11.29%	0.98 vs. 0.82 → ↑ 19.76%	0m 56s vs. 66.84 ↓ -15.54%	985 vs. 798 ↑ 23.43%	0.00 vs. 2.00 ↓ -100%	\$0.00 vs. \$0.00

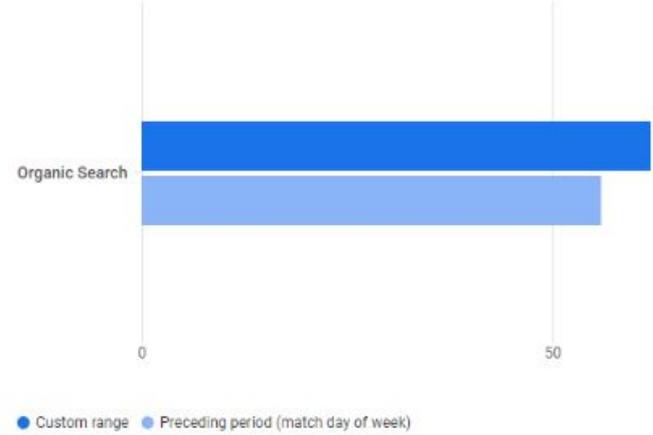
jack.firreno@gmail.com

Initial Organic Traffic Increases (Site 2)

New users by First user default channel group over time



New users by First user default channel group



First user default channel group ▾ +

SHOW ALL ROWS

↓ New users

62

vs. 56

→ ↑ 10.71%

Engaged sessions

51

vs. 45

→ ↑ 13.33%

Engagement rate

73.91%

vs. 68.18%

→ ↑ 8.41%

Engaged sessions per user

0.81

vs. 0.78

→ ↑ 4.34%

Average engagement time

1m 32s

vs. 68.10

→ ↑ 35.67%

Event count

All events ▾

373

vs. 387

↓ -3.62%

Conversions

All events ▾

0.00

vs. 0.00

Total revenue

\$0.00

vs. \$0.00



Keyword Rankings: Location 1 (Site 1)

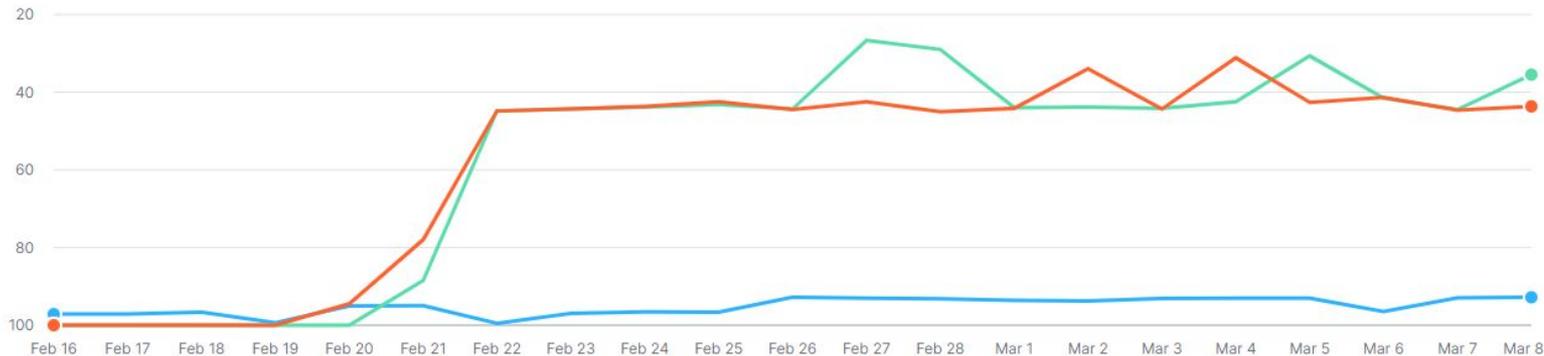
Landscape Overview Rankings Distribution Tags Pages Cannibalization Competitors Discovery Devices & Locations Featured Snippets

cdm

Feb 16-Mar 8

Share of Voice Visibility Est. Traffic Avg. Position

Smart zoom Note





Ranking Changes: Location 1 (Site 1)

Keyword	Rank March 8	Landing Page	Rank Difference Feb. 7 to March 8	Tags
ductless air conditioner installers	5		11	blog keywords
ductless air conditioner installation <input type="text"/>	6		0	primary campaign keywords
ductless air conditioner <input type="text"/>	6		1	secondary campaign keywords
mini split installation <input type="text"/>	8		0	primary campaign keywords
mini split installation near me	13		6	primary campaign keywords
how much should it cost to install a mini split	24		7	blog keywords
heat pump installation <input type="text"/>	35		-5	primary campaign keywords
ductless air conditioner installation near me	51		49	primary campaign keywords
do mini splits increase home value	84		6	blog keywords



Keyword Rankings: Location 2 (Site 2)

Landscape Overview Rankings Distribution **Tags** Pages Cannibalization Competitors Discovery Devices & Locations Featured Snippets

Search input field with 'm' and a close button 'x'

Feb 7-Mar 8, 2020

Share of Voice Visibility Est. Traffic **Avg. Position**

Smart zoom Notes





Ranking Changes: Location 2 (Site 1)

Keyword	Rank March 8	Landing Page	Rank Difference Feb. 7 to March 8
ductless air conditioner installation <input type="text"/>	10		27
ductless air conditioner <input type="text"/>	16		14
heat pump installation <input type="text"/>	17		2
mini split installation <input type="text"/>	18		10
mini split <input type="text"/>	20		2
how much should it cost to install a mini split	28		-3
heat pump <input type="text"/>	29		-1
heat pump installer near me	55		-2
mini split installation near me	67		33
do mini splits increase home value	79		14



Keyword Rankings: Location (Site 1)

Landscape Overview Rankings Distribution **Tags** Pages Cannibalization Competitors Discovery Devices & Locations Featured Snippets

d m x

Feb 16-Mar 8, 20

Share of Voice **Visibility** Est. Traffic Avg. Position

Smart zoom Notes





Ranking Changes: Location 3 (Site 1)

Keyword	Rank March 8	Landing Page	Rank Difference Feb. 7 to March 8
ductless air conditioner installatio [redacted]	4	[redacted]	18
ductless air conditioner [redacted]	5		14
mini split installation [redacted]	5		17
mini split [redacted]	5		7
heat pump installation [redacted]	23		27
heat pump [redacted]	24		76
mini split near me	32		24
mini split installation near me	44		56
heat pump near me	49		51
ductless air conditioner installation near me	61		39
heat pump installer near me	67		33
ductless air conditioner near me	78		22
do mini splits increase home value	80		20



Keyword Rankings: Location (Site 2)





Ranking Changes: Location (Site 2)

Keyword	Rank March 8	Landing Page	Rank Difference Feb 7 to March 8	Tags
mini split [redacted]	4		96	secondary campaign keywords
ductless air conditioner installation [redacted]	5		95	primary campaign keywords
mini split installation near me	5		95	primary campaign keywords
ductless air conditioner [redacted]	7		93	secondary campaign keywords
heat pump [redacted]	11		89	secondary campaign keywords
heat pump installation [redacted]	11		89	primary campaign keywords
ductless air conditioner installers	15		85	blog keywords
heat pump installer near me	16		84	blog keywords
mini split installation [redacted]	16		51	primary campaign keywords
mini split garage	29		-1	blog keywords
mini split near me	38		62	secondary campaign keywords
heat pump near me	41		59	secondary campaign keywords
ductless air conditioner near me	45		55	secondary campaign keywords
ductless air conditioner garage	77		-22	blog keywords
do mini splits increase home value	87	13	blog keywords	



Questions & Answers

Why isn't traffic increasing as fast as the keyword rankings?

While the keywords have jumped significantly, many are still not in the top 10 yet, let alone the top 5, of organic results. Therefore, most searchers won't scroll far enough to find them. However, the immediate gains indicate that these sites will continue climbing ranks over the next month and continue doing so during an ongoing campaign.

Why aren't the blog keywords rising as fast as the primary keywords?

Our first step was creating pages that targeted the campaigns' main keywords and devoting resources to optimize them. They have been live the longest. Since many blogs are not live yet, there is no opportunity for their target keywords to rank yet. But, for accurate reporting, we simultaneously loaded all the keywords into our tooling. We are following best practices to publish new pages at a steady frequency. Posting all at once is seen as "spammy" and can result in a penalty.

Why did some keywords drop in rankings?

There are several reasons why a keyword may have dropped. First, volatility is typical when making many changes and updates to a website. Second, a keyword may have been ranking another page, so the ranking will drop when a new page optimized for it begins gaining visibility. Also, the internal linking structure changes may have shifted the priority away from that word. We can re-optimize pages in a subsequent campaign if the keyword does not recover after 60 days.