

SEO Case Study - Plumbing Company



Package Level	12 Local Keywords
Trial Started	May 15, 2016
Top 10 Gains	29 New Top 10 Ranks
Traffic Increase	800% Traffic Increase
Keyword Exposure	64 Keywords on Google

Plumbing Company signed up for 12 keywords on May 15, 2016. We implemented our plugin to their WordPress site that week.

Initial Report: Before we implement our SEO Platform, we take a baseline keyword ranking report. This report was generated on May 14, 2016 using the 12 keywords chosen by our experts and approved by the client.

	Google	Yahoo	Bing	Competition
24 hour plumber los angeles	0	0	0	442,000
drain cleaning los angeles	0	0	0	1,430,000
emergency plumber los angeles	0	0	0	1,150,000
licensed plumber los angeles	0	0	0	541,000
los angeles plumber	99	0	0	1,530,000
north hollywood plumbers	13	0	0	240,000
north hollywood plumbing	11	12	12	938,000
plumber los angeles	74	17	17	22,000,000
plumbers burbank	45	44	44	642,000
plumbers in burbank ca	77	47	47	618,000
plumbers los angeles california	0	0	0	12,400,000
plumbers van nuys	22	8	8	435,000

Total Keywords	Top 10	Top 20	Top 30	Top 40	Top 50	Top 100
12	2	6	1	0	5	3

2016-05-14 - Copyright © 2004-2016 - All Right Reserved

Initial Report Summary: Shown above you will see that EZ-Plumbing started with 2 of the chosen keywords placed in the top 10 positions of Google, Yahoo & Bing.

Platform Implementation: We then implemented our platform using the keywords in the above report. We create short descriptions for each keyword and use those to build relevant links to EZ-Plumbing.

Below is an example of a link placement you can click the image to view the link on the live member website. We have built over 100 of these.

North Hollywood Plumbers

Some North Hollywood plumbers will charge extra for midnight service. But don't worry, EZ-Plumbing does not charge extra. Our plumbing services are some of the most affordable you will ever find. To get an estimate for a job, just fill up the contact form on our website. You may also call us at (818) 908-2710 for immediate needs. www.EZ-Plumbing.com



With these links, we usually see improvements within the first 5 days!

8 Week Progress: The site has now been on the service for 8 weeks. In that 8 week period, the organic ranked keywords and top 10 placements have tripled, and daily traffic flow has more than doubled.



Here's what those rankings look like after only 8 weeks!

	Google	Yahoo	Bing	Competition
24 hour plumber los angeles	9 +991	3 +997	3 +997	362,000
drain cleaning los angeles	9 +991	6 +994	6 +994	850,000
emergency plumber los angeles	43 +957	4 +996	4 +996	393,000
licensed plumber los angeles	2 +993	2 +998	2 +998	430,000
los angeles plumber	17 +82	2 +998	2 +998	687,000
north hollywood plumbers	5 +8	2 +998	2 +998	186,000
north hollywood plumbing	4 +7	3 +9	3 +9	607,000
plumber los angeles	15 +59	4 +13	4 +13	6,570,000
plumbers burbank	11 +34	3 +41	3 +41	654,000
plumbers in burbank ca	16 +61	4 +43	4 +43	849,000
plumbers los angeles california	15 +985	3 +997	3 +997	1,160,000
plumbers van nuys	13 +9	3 +5	3 +5	421,000

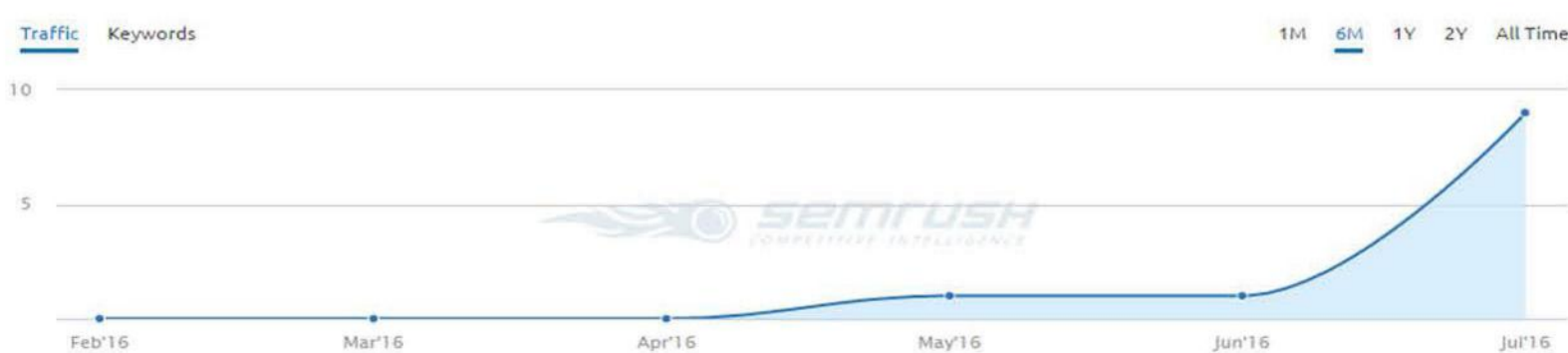
Total Keywords	Top 10	Top 20	Top 30	Top 40	Top 50	Top 100	Moved UP	Moved Down	Total move
12	29	6	0	0	1	0	+19355	0	+19355

2016-07-23 - Copyright © 2004-2016 - All Right Reserved

8th Week Report Summary: Within the first 8 weeks, the site has gained well over 100 inbound links and has increased the number of top 10 placements to 29, up from 2 when we started.

Organic Traffic Increases: With the new top 10 results, we are seeing a 800% increase in daily organic traffic across 12 main keywords.

Note in the graph below that EZ-Plumbing has had its highest amounts of organic traffic in it's history.



Organic Traffic Summary: As seen above, the spike indicates a daily traffic volume of 9 organic visits. Which is 8 times what it was on the 1st day of the campaign.

Progress Summary: The campaign has shown great success in its first 8 weeks. Top 10 placements are on the rise and traffic is increasing daily. The upward trend will continue as our SEO Platform continues to push the site to the top of search results.