

Pool Services & Renovations

Local Campaign in New Jersey

\$400 Spend/Month

14 Keywords on Page 1

3 Average Ranking for All Keywords

SEO Strategy

This family-owned pool company in New Jersey has been servicing residential and commercial swimming pools since 1997. When they first began their campaign with us in April of 2017, they only had 2 keywords ranking well on Google. They signed up for SEO so they could get even more online traction for their services and reach more potential customers.

In their first month of service, we laid a strong foundation for their SEO campaign by auditing and optimizing their website. We adjusted title tags, meta descriptions, H1 tags, and alt image tags so Google could crawl and index their site. After that, we worked with our client on dedicating new pages for the different services they provided and created custom content for each page. Rather than a generic services page, we had dedicated pages for repairs, renovations and remodeling, seasonal preparation packages (winterizing), and equipment replacement. By doing so, we were able to gain more attention from Google.

This strategy was extremely successful and our client now has 14 diverse keywords on page one. But our work doesn't stop there! We will continue maintaining their page one rankings while targeting **new keywords** so we can help them dominate in their hometown and the surrounding areas.

Keyword

Start Rank **Start Page** **Current Rank** **Current Page**

pool safety covers princeton nj	15	2	↑ 1	↑ 1
swimming pool renovations princeton nj	18	2	↑ 1	↑ 1
swimming pool renovations montgomery nj	15	2	↑ 1	↑ 1
pool renovation montgomery nj	1	1	↑ 1	↑ 1
swimming pool services montgomery nj	101	11	↑ 1	↑ 1