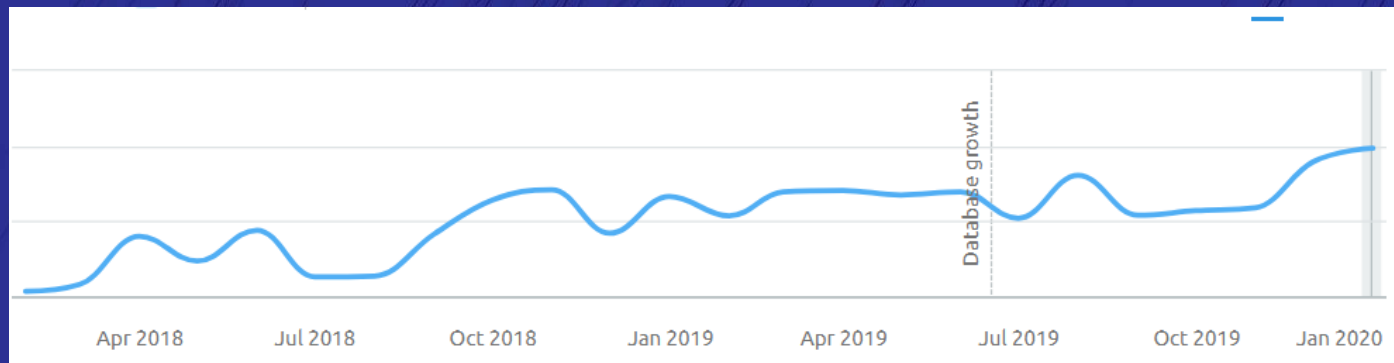


SEO Case Study for Local Plumbing and Heating Contractor from Manchester



Organic Traffic Increased up to 566%

Learn How we ranked for keywords
with more than 2900 average monthly search volume



The Challenge:

One of our client from Manchester, Local Plumbing & Heating Contractor, was struggling to gain website traffic. This was a direct result of not ranking well on the Google Organic and Maps Pack 3 results for keywords related to their services within their business location. Unfortunately, improving their rankings wasn't the easiest task due to the highly competitive Plumbing and Heating Business in Manchester Location.

They turned to Nice Digitals' Local SEO to overcome their obstacles.



Strategy:

Each client is unique. Our personalized approach for Local Plumbing and Heating Contractor is outlined on the following page.

We monitored the performance of their SEO campaign by making adjustments as required and providing analytics as well as search engine ranking reports on a monthly basis.

- **Keyword research and analysis to identify the top 100 keywords in relation to Services and geographic region**
- **On page Optimization**
- **Contextual internal and external links implementation**
- **Google My Business Optimization**

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Strategy:

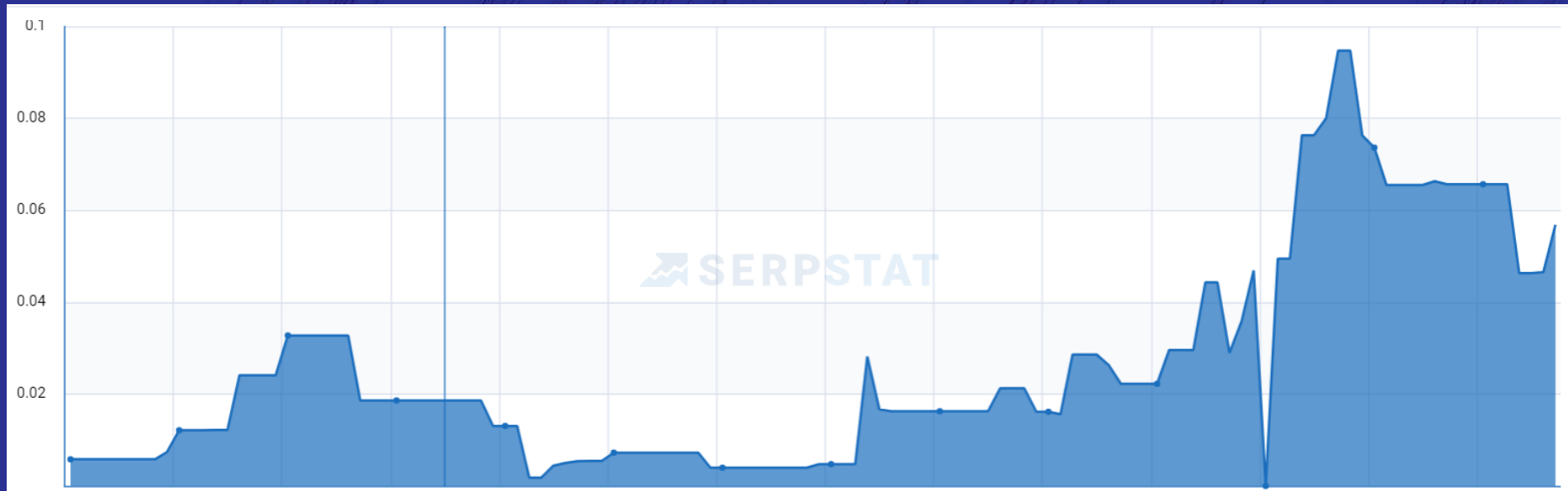
- **Optimize Google Maps, Build Citations, and Increase proximity by building quality back-links from local directories by maintaining same NAP details.**
- **Monitor Business' reputation and reviews.**
- **Keyword ranking reports every week to assess progress (Google desktop, Google Maps)**
- **High rank incoming links**
- **Top Local Directory submissions**
- **Sitemap creation and submission**
- **Monitoring 404 errors.**
- **Implement Schema to show case results in starred rating to gain users attention**
- **Optimize Call to action to increase conversion rate**

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Strategy:

Within 6 months keywords position improved and results started working. Organic Traffic almost increased 300%. And also 10% of the keywords moved to 1st page of Google along with 5% of the keywords in Google maps pack 3.





Before we start and After SEO



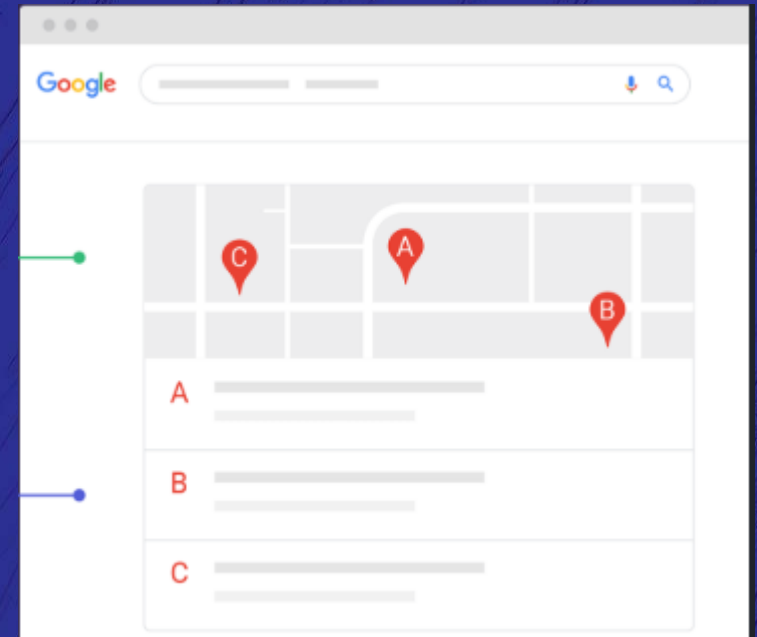
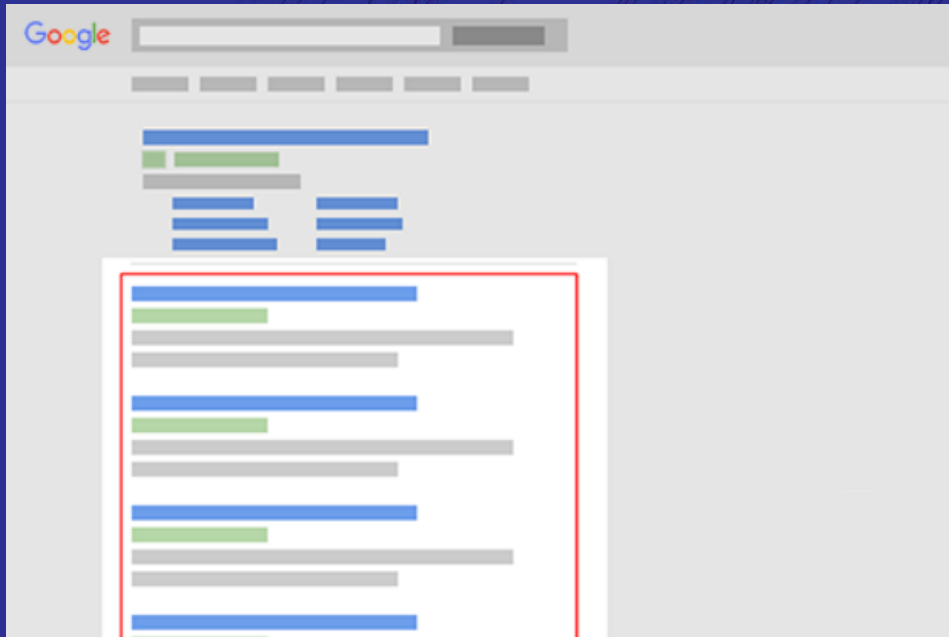
Before we start and After SEO:

The numbers reflect the actual rank of the website in search results for each keyword.

Eighteen months later, Local Plumbing and Heating Contractor had seen incredible improvement and ranking in #1st page of Google for the keywords with more than 2900+ monthly search volume. Many of these results were attained long before the six month mark, but for the sake of this case study we chose to focus on a larger timeline. As you can see, Local Plumbing and Heating Contractor moved from virtual obscurity to a place of high visibility. Website listed in Google search for both organic and local maps.



Before we start and After SEO:



Note: For every 3 months we will add bonus keywords to the plan, so that website's visibility rate increase.



Looking to grow your non-branded organic search traffic?

Nice Digitals, digital marketing company focusing on providing the best SEO, Local SEO and Web Design services for clients in the digital space. We help brands of all sizes use data to make the best decisions about their business and surpass their marketing and sales goals year over year.

Nice Digitals can provide all the technical and strategic support you need for SEO and Google Analytics implementation. If you're interested in learning more about how you can grow your non-branded search traffic or just need help with your digital marketing program in general, let's talk.

Call us @ +1(855) 693-1966 or Drop us an email at satyamcreations@gmail.com

