

SEO CASE STUDY

From 800 visitors per month to 7,500+

To protect the privacy of our client and their business, some identifying information has been removed from this case study. We value the privacy of our clients and extend this same courtesy to all our clients.



BACKGROUND DETAILS

We helped a leading wastewater treatment brand go from having virtually zero online presence to being a leader in their industry, growing their organic rankings, website traffic and leads exponentially.



THE STRATEGY

Our team crafted a custom search engine optimization (SEO) and pay per click (PPC) marketing campaign, consisting of hundreds of keywords, with a focus on driving more awareness and leads for this leading brand. While this company was already a leading brand offline, they lacked visibility online. This lack of visibility not only meant they were missing out on generating leads online, but they also were not showing up as brands and municipalities conducted research online during RFPs.



THE OUTCOME

Today, this brand ranks on page 1 of Google for hundreds of keywords, including several dozen which are the highest trafficked terms in their industry. This has translated into a 10x increase in their website traffic, 10+x increase in their online leads generated, and has helped them secure additional RFPs as their brand is now at the forefront of the industry during RFP research.

