CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)



SEO Performed on a Plumbing Service Increases Traffic by 102.97%

Plumbing Services

OVERVIEW



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A well-established plumbing company in Pensacola, Florida, sought to enhance its online visibility and attract more customers through a strategic search engine optimization (SEO) campaign. This case study outlines the strategies employed and the results achieved over a specific period.



ABOUT THE CLIENT

Our client is trusted and established plumbing company in Pensacola, Florida.



PROBLEM STATEMENT

They struggled with low online visibility in a competitive market. Their website ranked poorly in search results, leading to low traffic and fewer inquiries.

GOALS

The primary objective was to improve search engine rankings for key plumbing-related terms, thereby increasing website traffic, impressions, and ultimately boosting customer inquiries and sales.





STRATEGY

To achieve these goals, we focused on local SEO by optimizing the Google Business Profile, encouraging positive client reviews, and ensuring the accuracy of NAP (Name, Address, Phone) details. We conducted thorough keyword research and aligned the website content with these keywords. Additionally, we created valuable blog posts, service pages, and educational materials centered around plumbing services. On the technical SEO front, we improved website speed and mobile compatibility, fixed broken links, ensured proper page indexing, and implemented structured data markup to enhance search engine understanding of the content.

DETAILED RESULTS

The results were substantial. The keyword "Pensacola repiping" rose from rank 100 to 7, significantly increasing visibility and traffic. Other keywords, such as "Plumbing Pensacola FL" and "Best plumbers in Pensacola," also saw major ranking improvements.

Keyword	Intent	SF	KD %	Pos. Jul 19	Pos. May 8	Diff
pensacola repiping	C	6	0	—	7	new
plumbing pensacola fl	C	4	27	—	12	new
best plumbers in pensacola	C	5	20	—	13	new
plumbers pensacola fl	C	5	25	—	15	new
plumbers in pensacola	C	5	26	—	16	new
plumbing companies in pensacola	C	6	22	—	16	new
drain cleaning pensacola fl	C	4	9	—	21	new
natural gas piping pensacola fl	C	7	0	—	49	new

FINAL OUTCOME

The data reveals significant improvements in search engine rankings across all targeted keywords. One example shows a keyword rising from a lower position to a top spot, greatly enhancing visibility and driving more traffic. Other related keywords also experienced substantial ranking increases.

CONCLUSION

This case study demonstrates the effectiveness of a comprehensive SEO strategy, including keyword optimization, content creation, link building, local SEO, and technical SEO, in transforming online visibility and driving business growth for a plumbing company in a competitive market.

