



DAW MEDIA

MARKETING AGENCY

SEARCH ENGINE OPTIMIZATION Case Study





Our Client:

This company is a warehousing and transportation company in the Union New Jersey area.

Goal:

Drive more people to the website by ranking higher for keywords, doing so would increase the amount of leads the client would receive in the transportations and warehousing niche.

Project Duration:

10 Months

Problem Statement:

The client is in a competitive niche and was looking to rank for competitive keywords. The client wanted to rank high for keywords like “warehouse logistics in union nj”, “trucking in union nj”, and “freight quotes in union nj”.



STRATEGY (OVERVIEW)

Our strategy consisted of five general steps, proven to generate optimal results.

01

STEP

—
We performed in-depth market research and competitor analysis.

02

STEP

—
We set up the necessary tracking codes and made sure those codes had been implemented correctly on the client's site.

03

STEP

—
We performed keyword research to determine what keywords we would target and track for the campaign.

04

STEP

—
We performed a site audit, revealing any on-page issues that required immediate attention.

05

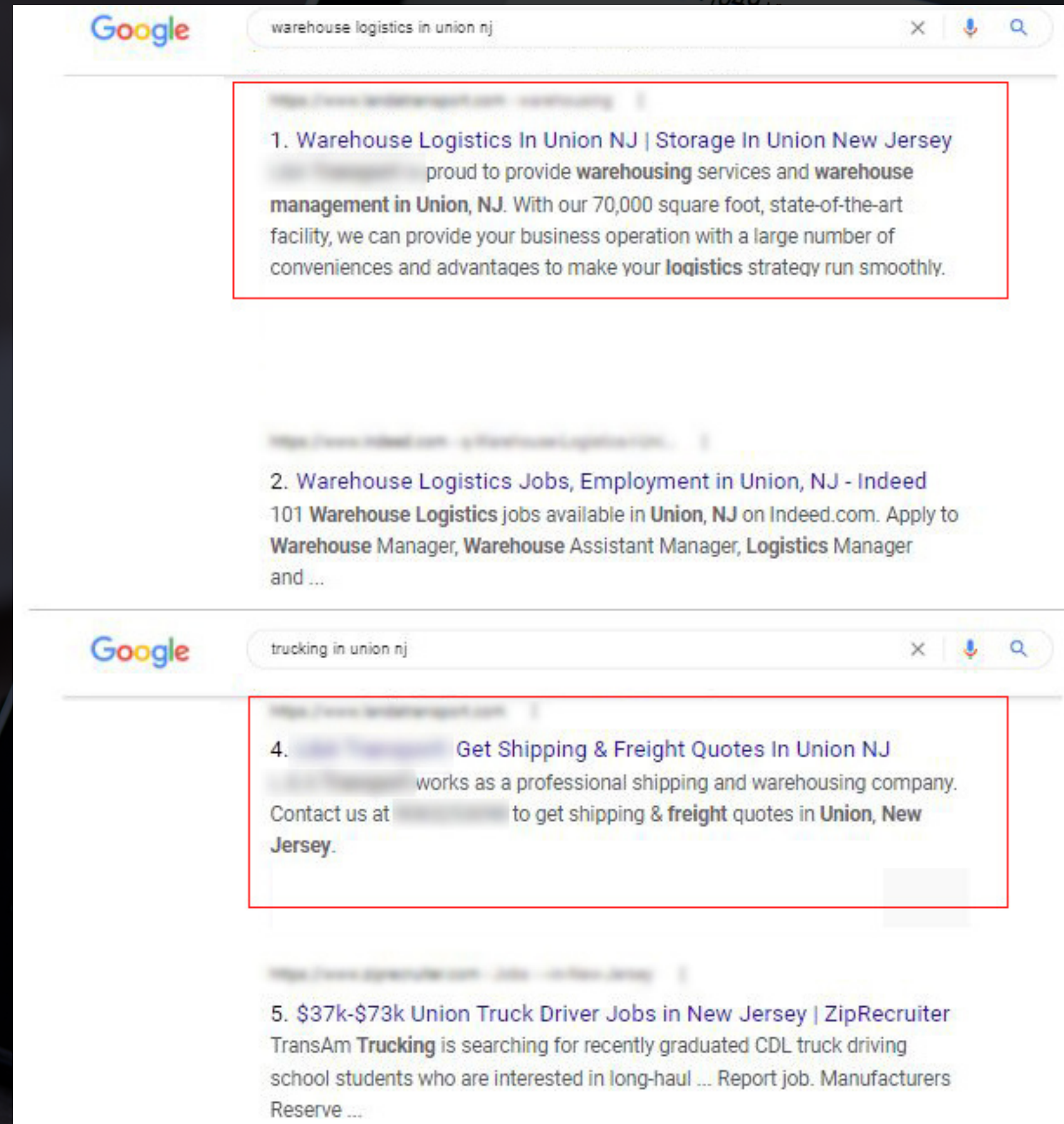
STEP

—
Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1. transport in union nj	1	0
2. ltl quotes in union nj	1	0
3. export logistics in union nj	1	0
4. import logistics in union nj	1	+7
5. shipping quotes in union nj	2	+4
6. freights quotes in union nj	2	+2
7. trucking in union nj	2	new
8. warehouse logistics in union nj	3	new
9. warehouse in union nj	7	new
10. storage in union nj	29	new

REAL WORLD RESULTS (ON GOOGLE SERP):



Solution

Our SEO experts ran a highly optimized SEO campaign to start generating organic traffic and eventual leads.

Final Outcome

We were able to increase the positions of multiple keywords on Google's search engine results page to the first page. Many of these keywords increased dramatically in the first couple of months of the campaign.