



D A W M E D I A

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):

The image displays two Google search results pages. The top search query is "warehouse logistics in union nj" and the bottom search query is "truckling in union nj". Both results show a snippet of a website's content, which is highlighted with a red border.

Search Query: warehouse logistics in union nj

1. Warehouse Logistics In Union NJ | Storage In Union New Jersey
proud to provide **warehousing** services and **warehouse management** in Union, NJ. With our 70,000 square foot, state-of-the-art facility, we can provide your business operation with a large number of conveniences and advantages to make your **logistics** strategy run smoothly.

Search Query: truckling in union nj

4. Get Shipping & Freight Quotes In Union NJ
works as a professional shipping and warehousing company.
Contact us at [redacted] to get **shipping & freight quotes** in Union, New Jersey.

5. \$37k-\$73k Union Truck Driver Jobs in New Jersey | ZipRecruiter
TransAm **Trucking** is searching for recently graduated CDL truck driving school students who are interested in long-haul ... Report job. Manufacturers Reserve ...

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.