# **9 FLYCER**

# **SEO Success**

This is a Local Bail bonds company



By June 2018

## **Prior to SEO**

A Bail bonds company approached us in August of 2013, with some online presence. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase clientele. At the time they signed on for our SEO services they had just 07 keywords ranking on the first page of major search engines.

### Our Approach

- We identified how potential customers were searching through extensive keyword research.
- We designed & implemented an SEO campaign that included on-page and off-page optimization around their targeted keyword terms.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as Google My Business and Bing Local.
- We developed and distributed SEO friendly content on relevant websites.

#### The momentum of the campaign was in full Keywords Ranking on First Page in Major After 6 Months throttle as they now ranked Search Engines\* on the first page of search They ranked on the first engines for 322 keywords. page of search engines for 43 keywords. An After 3 Months 300 increase of more than 90 days later, the website 514% since start of the campaign. mber of Keywords results to ranking for 10 keywords on the first Nov-13 May-14 Jun-18

#### Google Analytics data

81.77%

Increase in Overall Website Traffic. 1,436 Overall visits received in last 6 months. 67.47%

Increase in Google Organic Sessions. 499 Organic visits received in last 6 month. 215.66%

Increase in Website Page views. 7,718 Page views received in last 6 month.