

# SEO Success

This company is a local bail bonds company



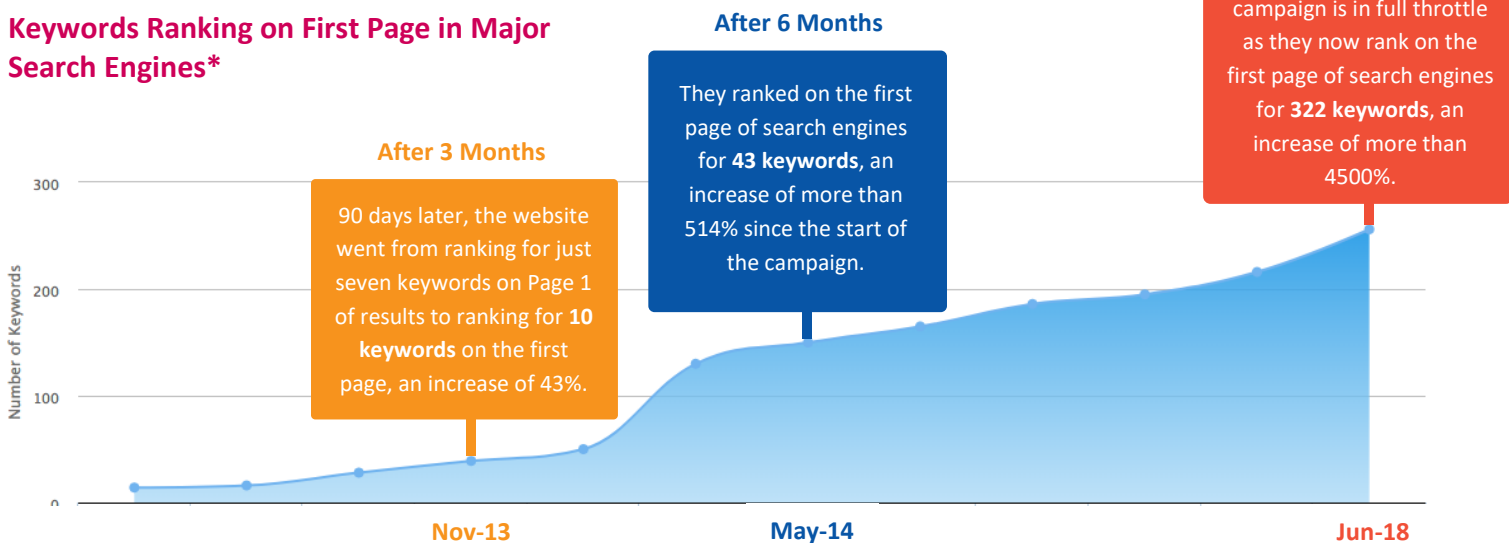
## Before SEO

A bail bonds company approached us in August 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 seven 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 and implemented an SEO campaign that included on-page and off-page optimization around their targeted keyword terms.
- We ensured that all names, addresses, and phone numbers were 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.

### Keywords Ranking on First Page in Major Search Engines\*



### Google Analytics data

**81.77%**

Increase in Overall Website Traffic. **1,436** Overall visits received in the last six months.

**67.47%**

Growth in Google Organic Sessions. **499** organic visits received in the last six month.

**215.66%**

Increase in website page views. **7,718** page views received in the last six month.

\*Major Search Engines defined as Google and Bing