

CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)

A Reputed Carpet Care Company Increased Ranking Across Multiple Keywords

Carpet Cleaning Company



OVERVIEW



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A carpet cleaning company specializing in carpet cleaning and water damage repair services sought a comprehensive SEO strategy to improve search rankings, increase website traffic, and enhance overall visibility. This case study demonstrates how the goal was to boost their online visibility and ranking on Google for targeted keywords related to their services in various locations across North Carolina.



ABOUT THE CLIENT

For more than twenty years, the carpet cleaning company has served Carteret, Craven, and Onslow Counties with pride, delivering exceptional residential, commercial, and move-out cleaning services. Their dedication also extends to the military community, supporting them through their PCS transitions. Their team of highly skilled technicians is committed to providing reliable and courteous service to customers in Havelock, New Bern, Newport, Morehead City, Jacksonville, Swansboro, Beaufort, and Emerald Isle.



PROBLEM STATEMENT

Despite offering top-quality services, the client faced challenges with low online visibility and attracting new customers in a competitive market. Their website ranked poorly in search results, leading to low traffic and fewer inquiries.

GOALS

The primary objectives were to enhance Google rankings for targeted keywords, increase organic traffic by improving these keyword rankings, and strengthen the online presence in specific service areas such as Newport, Emerald Isle, Havelock, and Jacksonville, NC.



STRATEGY

The SEO strategy focused on optimizing website content, enhancing on-site SEO elements, and building quality backlinks. Key activities included:

- Conducting keyword research to identify relevant search terms.
- Optimizing content to incorporate targeted keywords.
- Making technical SEO improvements to boost site speed and user experience.
- Building local citations to strengthen local SEO efforts.



DETAILED RESULTS

The data indicates significant improvements in search engine rankings across all targeted keywords. For example, "carpet cleaning newport nc" surged from rank 26 to 3, resulting in a significant increase in visibility and traffic. Similarly, keywords such as "emerald isle carpet cleaning" and "carpet cleaning emerald isle nc" also experienced notable ranking boosts.

<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Feb 14	Pos. May 8	Diff
> <input type="checkbox"/> carpet cleaning newport nc	C	6	17	26	3	↑23
> <input type="checkbox"/> emerald isle carpet cleaning	C	6	15	21	3	↑18
> <input type="checkbox"/> carpet cleaning emerald isle nc	C	7	15	27	5	↑22
> <input type="checkbox"/> carpet cleaning in havelock nc	C	6	11	38	11	↑27
> <input type="checkbox"/> water damage repair jacksonville nc	C	4	7	—	11	new

FINAL OUTCOME

Notable results include a jump from 26th to 3rd position for "carpet cleaning newport nc," reflecting a substantial advancement of 23 places. Other key improvements saw rankings rise into the top 5 positions, with gains of 18 and 22 places.

CONCLUSION

The SEO efforts resulted in considerable improvements in search engine rankings, potentially increasing website traffic and lead generation. This case study exemplifies the impact of a well-strategized SEO plan, especially for local businesses aiming to dominate local search results. Continuous monitoring and adaptation of the SEO strategy are recommended to maintain and further these gains.

