

# National Storage Company Case Study

This company is in the top ten of their profession



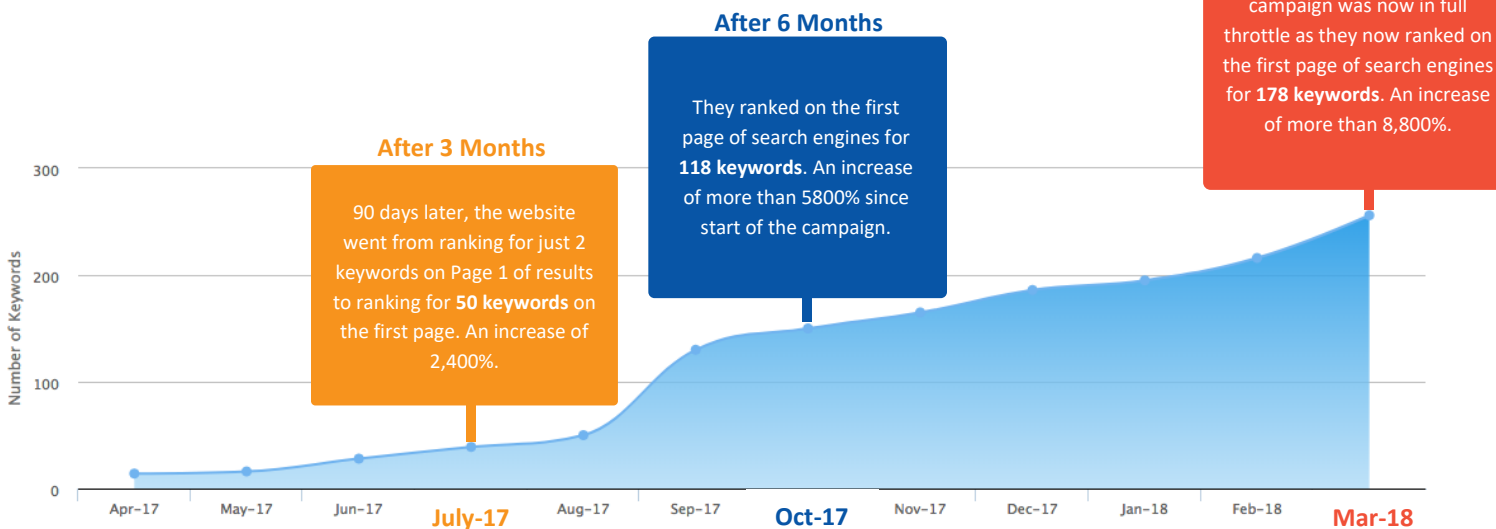
## Client Details

A well-known moving and storage company came to us in April of 2017 with a tough problem. Leads are very tough to come by in the storage industry with tough competition. They had been buying leads at \$50 each with no success. We did some natural SEO, PPC and social engagement and got their leads costs down to \$20 per.

## 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, Apple Maps** and **Bing Local**.
- Large content creation campaign based on their value proposition
- Facebook ad campaign based around free quotes produced amazing results at pennies per ad

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



## Google Analytics data

**302.32%**

Increase in Overall Website Traffic. 3,987 Overall visits received in last 6 months.

**181.38%**

Increase in Google Organic Sessions. 1,466 Organic visits received in last 6 months.

**230.70%**

Increase in Website Pageviews. 7,487 Pageviews received in last 6 months.

\*Major Search Engines defined as Google and Bing