

# SEO Success

This is a local neighborhood Firearms Training chain



## Prior to SEO

A **Firearms Training Chain** came to us in March of 2017, 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 34 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, Apple Maps** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We have optimized **Facebook Fanpage**.

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



## Google Analytics data

**133.13%**

Increase in Overall Website Traffic. **17,312** Overall visits received in last 6 months.

**146.60%**

Increase in Google Organic Sessions. **11,938** Organic visits received in last 6 months.

**143.83%**

Increase in Website Pageviews. **74,408** Pageviews received in last 6 months.

\*Major Search Engines defined as Google and Bing