

# CASE STUDY

292% Increase in Organic Traffic



## Highlights

See how Markup Digi helped a Calgary based Ray-Z Plumbing & Heating company, increase their organic traffic by 292% within 6 Month.

## CHALLENGES

- ✓ Late to expand their digital presence.
- ✓ Customers couldn't find their business online.
- ✓ Losing business to more visible competitors.

## SOLUTIONS

- ✓ SEO
- ✓ Content Marketing
- ✓ Social Media Marketing
- ✓ Marketing Automation

## RESULTS

- ✓ 291%+ increase in organic traffic
- ✓ Doubled Lead in just 6 months.
- ✓ 500+ keywords ranking on Google

## OVERVIEW

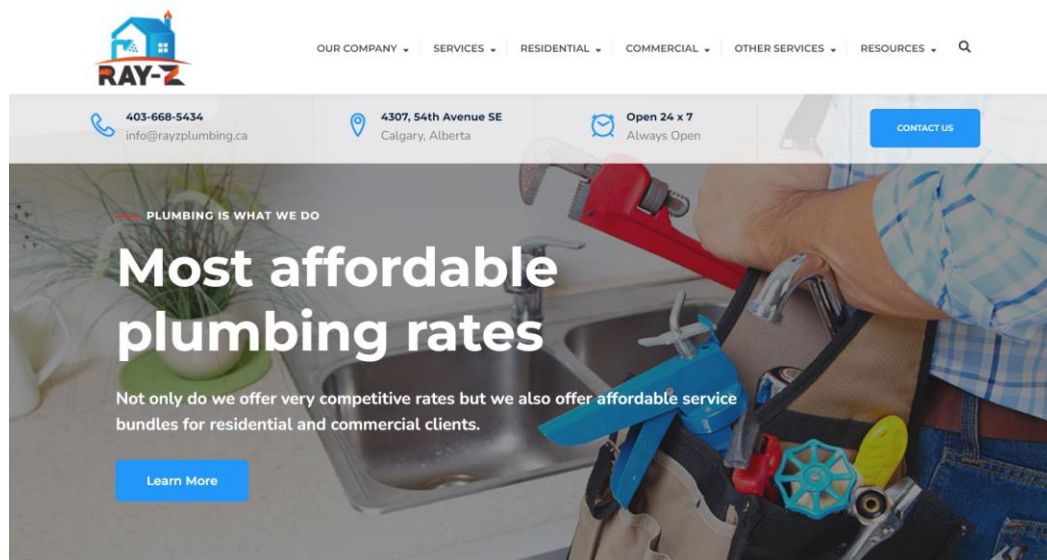
If your customers can't find your business online, they'll never even know you're an option when they need your help. That's the problem The Cooling Company struggled with. This HVAC business missed out on early digital opportunities and was losing business to more visible competitors.

After working with us, The Cooling Company witnessed a 357% increase in ranked keywords and a 292% increase in organic traffic.

## THEIR GOAL

The Ray-Z Plumbing & Heating Company wanted to grow their plumbing repair and installation business. However, like many companies, the owners were somewhat intimidated by the internet and were late to expand their digital presence. Fortunately, they knew this was the space with the greatest opportunity for attracting new customers.

They wanted their business to be found when people searched for plumbing & heating-related keywords and were ready to work toward that goal. Despite their enthusiasm, the managerial team realized they wouldn't be able to do everything on their own.



## Strategy

- Developed a detailed local SEO campaign
- Optimizing visibility in 'Google My Business'
- Improving on-page local optimization
- Generating high-quality mentions and links

## Takeaway

- A local SEO strategy is effective for improving customer experience, obtaining a higher SERP position, and pushes you ahead of your competitors
- Staying on top of 'Google My Business' listing is a continuous process but, one that will be worth your effort as it increases your search engine visibility
- Technical audit- Link building, content creation, content distribution, web design, etc is vital to successful SEO. But, all these "front end" SEO tactics won't work if the "back-end" isn't optimized. A basic technical audit includes finding broken links, proper usage of H1/H2/H3 tags and bolded words. It also extends into territory of servers, IP addresses, DNS services, web hosting, and all other kinds puzzling hi-tech terms
- Technical optimization- If there are on-site factors hindering your SEO efforts, technical optimization is a must
- Recurring audits- It will help you track your progress and whether your efforts are paying off
- Offsite audit- It is the activities you do on your website to improve your ranking like manual link building, social media marketing, and guest blogging which will get a reference to your website in different places of the web
- Keyword research is figuring out what the people are looking for in order to be at the right place, at the right time, with the right content. It should always be an ongoing process as the competition and trends keep changing
- The aim of the content audit is to provide a qualitative analysis of all the content on your website. It will help you to develop an effective marketing strategy. Plus, you can also find out what worked and what hasn't
- Search engines love fresh content but you must know how to balance between quality and frequency

**291%+**

*increase in organic traffic*

**Doubled**

*Lead In Just 6 Months.*

**500+**

*Keywords Ranking On Google*