# SEARCH ENGINE OPTIMIZATION Case Study





### **Our Client:**

This company provides online alcohol server education training. They provide users with certifications for passing appropriate courses.

### Goal:

Generate more leads in their local market.

### **Project Duration:**

1.5 Years (Ongoing)

### **Problem Statement:**

The client had previously used an SEO company that did not generate results. Client wanted to rank high for keywords like "oregon olcc test" and "online olcc class"



## **STRATEGY (OVERVIEW)**

Our strategy consisted of five general steps, proven to generate optimal results.

01

### **STEP**

We performed in-depth market research and competitor analysis.

# 02

### **STEP**

We set up the necessary tracking codes and made sure those codes had been implemented correctly on the client's site.

03

## **STEP**

We performed keyword research to determine what keywords we would target and track for the campaign.



# 04

### **STEP**

We performed a site audit, revealing any onpage issues that required immediate attention.

# 05

### **STEP**

Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

## **KEYWORD RANKING RESULTS:**

### Keyword

1. alcohol education

2. alcohol server education class

3. online alcohol server education class

4. Who must take server education

5. olcc test online

6. oregon olcc online class

7. online alcohol server education class oregon

8. olcc alcohol server class

9. olcc class online

10. olcc online class

11. olcc permit test online

12. olcc server permit class

13. online olcc class

14. oregon alcohol server permit training

15. oregon olcc test

	06 Apr	Diff
1.14		0
	1	0
		0
2		0
1	2	+2
•	2	+2 +3
	3	-2 +2
	3	+2
	3	+1
	3	+2 +1
11	3	
	3	+2
	3	+2 +2
	3	+2 +4
	3	+4

### Keyword

16. olcc alcohol server training

17. oregon alcohol server training

18. alcohol server permit training

19. mast liquor license

20. alcohol certification class

21. alcohol permit washington

22. class 12 liquor license

23. olcc worker permit cost

24. alcohol handler's permit

25. washington alcohol license

26. bartender license washington

	06 Apr	Diff
1	4	-1
	4	+1
	8	-1
	8	+8
1 - 1	9	+90
	10	+14
	10	+9
	10	+16
	14	+27
	16	+40
	22	+6

### REAL WORLD RESULTS (ON GOOGLE SERP):



oregon olcc test

### 3. Oregon OLCC Alcohol Server Permit Course \$14.99

Oregon law requires that anyone who serves, sells, or mixes alcohol by the drink must obtain an OLCC Alcohol Service or Alcohol Handlers Permit.

### 4. OLCC Alcohol Servers Permit for Oregon

Oregon law requires all Alcohol Servers, Bartenders, and Managers to obtain an OLCC Service Permit. To get your permit, you must complete the mandatory, ... How To Get Your OLCC... • FAQ • About The Course • Group Purchase



online olcc class

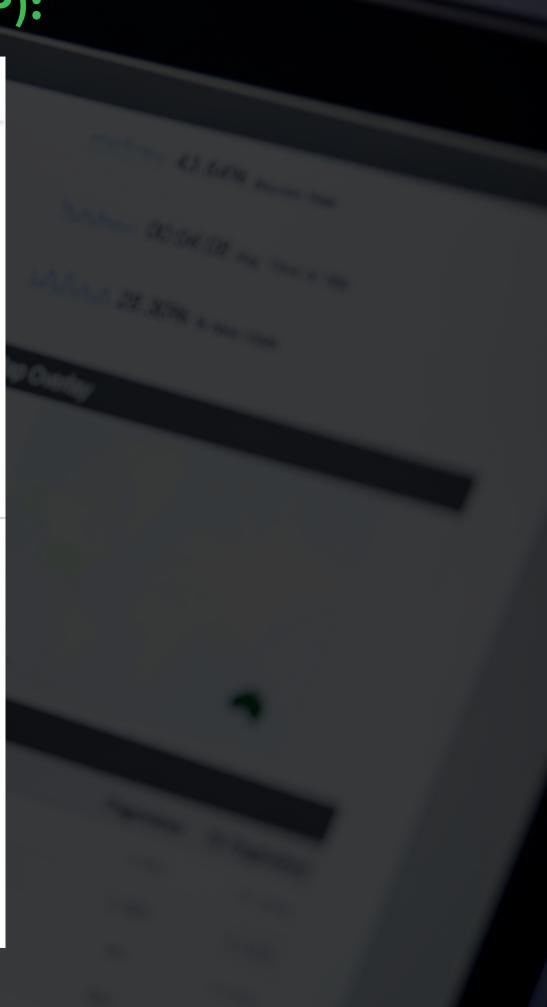
### 3. Oregon OLCC Alcohol Server Permit Course \$14.99

The average course time for our online Oregon OLCC server training course is .... After you complete your online OLCC class or training, you will complete the ... Rating: 4.8 - 873 reviews - \$14.99 - In stock

4. OLCC Permit Class only \$13.95 - Academy of Training and ... Alcohol Server Education. Certified **Online** Course for the. Oregon Liquor Control Commission. Get Started ». About Academy of Training ...

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## Solution

Our SEO experts ran a highly optimized SEO campaign to start generating organic traffic and eventual leads.

### **Final Outcome**

We were able to increase the positions of multiple keywords on Google's search engine results page to the first page. Many of these keywords increased dramatically in the first couple of months of the campaign.