# SEARCH ENGINE OPTIMIZATION Case Study





### **Our Client:**

This company is a trailer dealer in Jonesboro, Arkansas. They sell equipment trailers, flatbed trailers, utility trailers, and more!

### Goal:

Drive more people to the website by ranking higher for keywords, doing so would increase their potential prospects so they can sell more trailers.

### **Project Duration:**

22 Months (Ongoing)

### **Problem Statement:**

The client had previously used an SEO company that did not generate results. The client wanted to rank high for keywords like "utility trailers arkansas", "trailer sales arkansas", and "trailer arkansas".



## **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 on-page 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. jonesboro trailer sales

2. jonesboro trailers

3. trailer sales jonesboro ar

4. trailers jonesboro ar

5. truckbed arkansas

6. utility trailer jonesboro

7. utility trailers for sale jonesboro ar

8. cm wd truck bed

9. utility trailers arkansas

10. car trailer arkansas

	06 Apr	Diff
		0
	1	+2
10	1	0
14	1	0
	1	+1
	1	0
	1	+2
1	2	+2
-	2	+11
	4	+9

#### Keyword

11. trailer sales arkansas

12. trailer arkansas

13. arkansas utility trailer sale

14. aluminum trailers arkansas

15. arkansas trailers

16. enclosed trailers memphis

17. enclosed trailers arkansas

18. big tex enclosed trailers for sale

19. trailer repairs arkansas

20. utility trailer for sale

	06 Apr	Diff
	4	+12
	4	+10
	5	+12
11	6	+1
	6	+11
	6	+5
	9	+5
	19	+9
1	24	+6
	29	+71

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



utility trailers arkansas

2. Trailers For Sale | Trailers | Your Jonesboro AR ... Your journey of search ends here if you are seeking trailers for sale! Trailers deals in utility, dump, cargo, etc. trailers in Jonesboro, AR US. ... Trailers serves Jonesboro, Arkansas, and surrounding communities ...

Utility Trailers · All Inventory · Cargo Trailers · Trailers For Sale

#### 3. Home | Haul Supply | Arkansas | Trailer Dealer for Dump ... Haul Supply is home to a huge selection of utility, dump, flatbed and enclosed trailers for sale in Arkansas! Come check out our selection of trailers for sale in AR ...

Utility Trailers · Enclosed Cargo Trailers · Dump Trailers · Equipment Trailers

#### Google

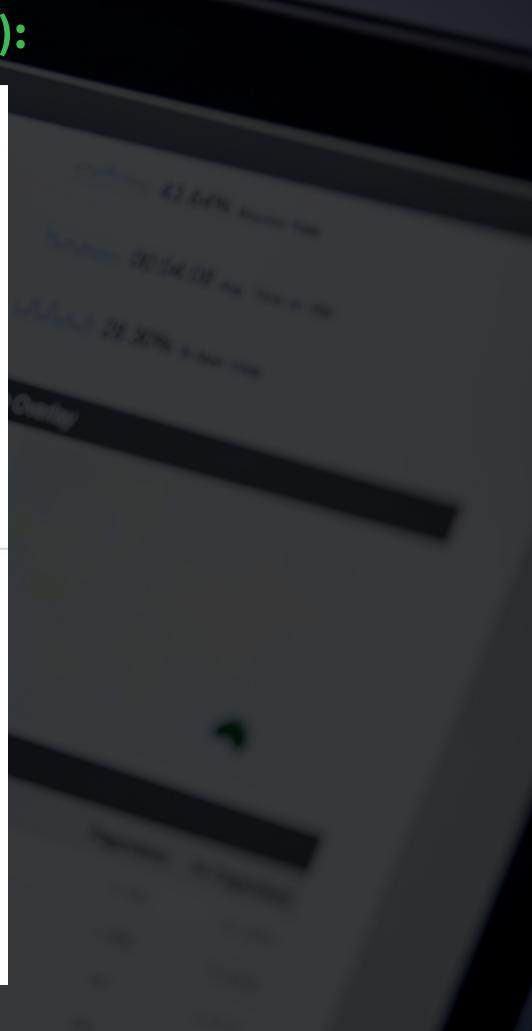
trailer arkansas

4. Trailers For Sale | Trailers | Your Jonesboro AR ... Your journey of search ends here if you are seeking trailers for sale! Trailers deals in utility, dump, cargo, etc. trailers in Jonesboro, AR US. ... Trailers serves Jonesboro, Arkansas, and surrounding communities ....

5. Trailers For Sale In Arkansas - Bryant | TrailersPlus.com Looking for trailers for sale in Little Rock, Arkansas? TrailersPlus stores offer the widest selection of cargo, utility, equipment, and dump trailers in the industry. Our ...

#### X 🌷 Q

X 💄 Q



## 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.