



Our Client:

This company is a paper tube manufacturer, providing custom paper tube solutions.

Goal:

Drive more people to the website by ranking higher for keywords, doing so would increase the amount of inquiries the client will receive for their paper tubing products.

Project Duration:

1 Year (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 "cardboard tubes near me", "paper tubes near me", and "spiral paper tube manufacturer"



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

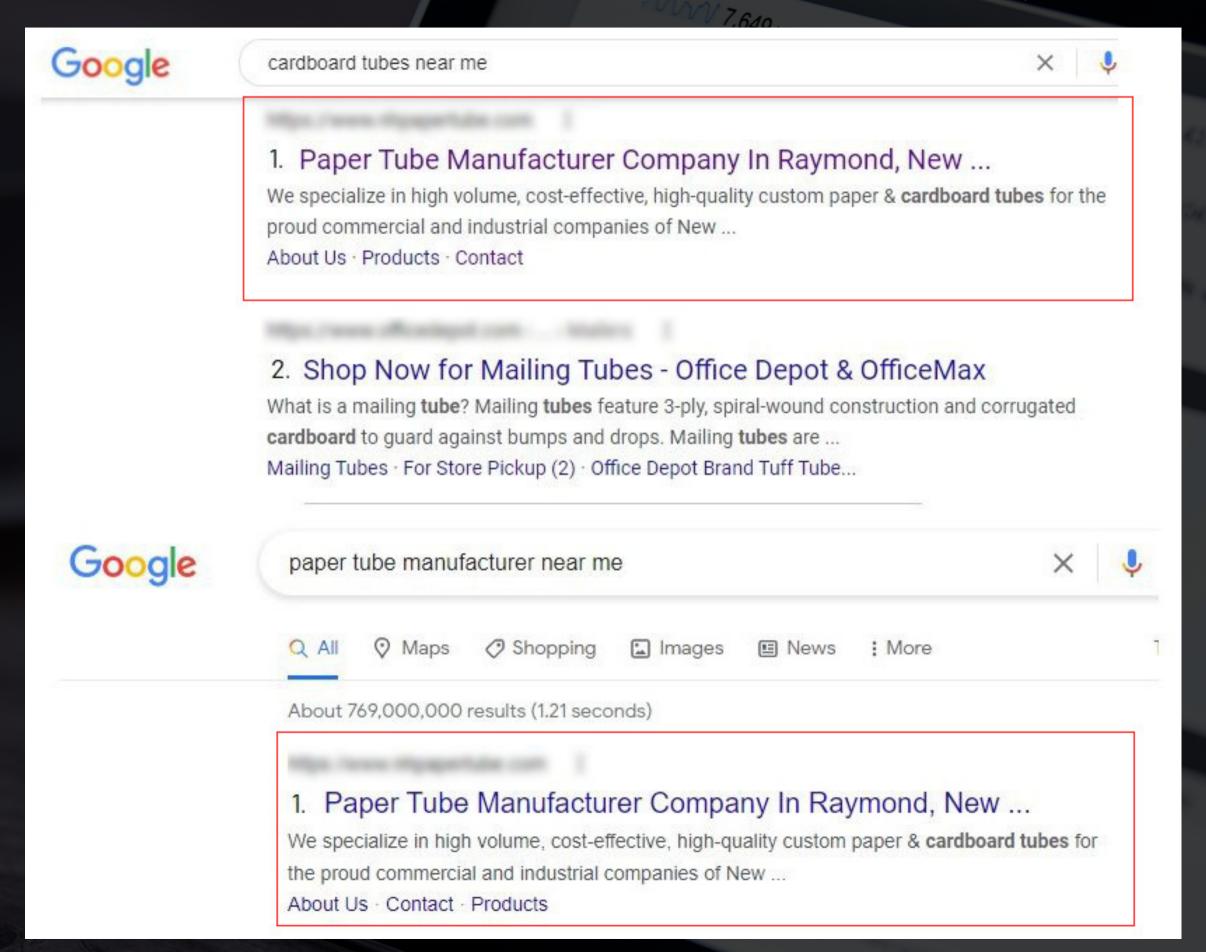
STEP

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

KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1. cardboard tubes near me	1	+48
2. paper tubes	1	0
3. paper tube manufacturer near me	1	+21
4. paper tube near me		+11
5. spiral paper tube manufacturer	3	+35
6. textile paper tube	12	+29
7. custom paper tube company	16	+33
8. paper tube	19	+21
9. paper tube company	33	-2
10. cardboard tubes		<u>-</u>

REAL WORLD RESULTS (ON GOOGLE SERP):



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.