

SEO Case Study

Keyword Copywriting, New Site SEO, & Search Engine Error Repairs
For a client in building industry



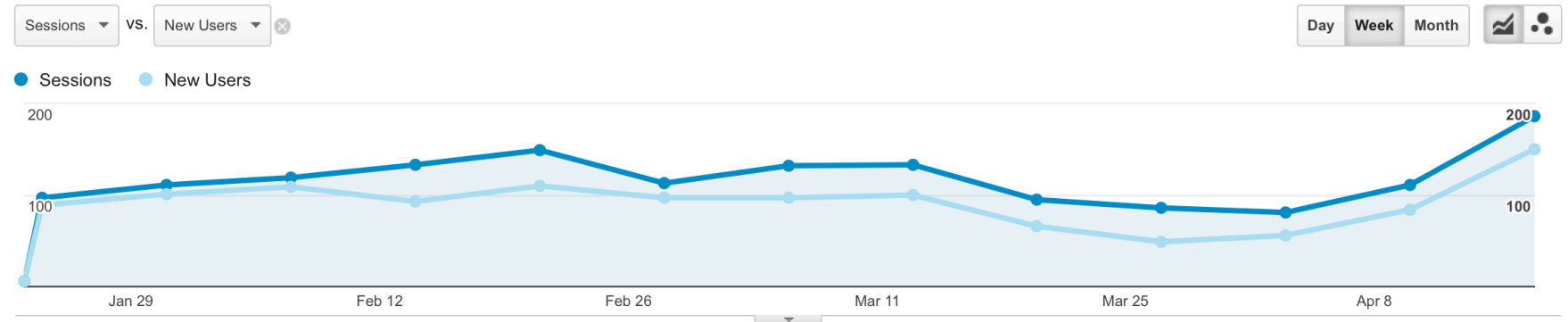
Case Study Observations from Analytics

A building-supply-provider company, with locations throughout a focal state, had launched a new website at the beginning of the year without SEO. Because the umbrella company had just recently purchased these stores, they inherited a domain name but didn't know the search-engine quality (or lack thereof) for the URL's previous websites. There was the common spike of search-engine traffic at first, which then took the predictable dive within 2 months. Therefore they were ready to obtain not only real SEO, but keyword copywriting to fill the website and achieve SEO results. And they wanted it fast. Zen Fires was given from the end of one month through the end of following month to optimize the existing site, generate and optimize new SEO content, and see substantial organic search results by end of month. Therefore we wrote, spun and optimized 24 new keyword pages targeted to specific stores' cities.

In addition to this proactive SEO work, we discovered over 1,000 page-not-found errors, most of which were spammy backlinks. Requiring investigation and coding commands (for redirects and disavows).

The results after our month of activity were impressive. They included weekly growth of organic search-based traffic to the website (more than doubled), from 86 sessions (visits) per week to 186 sessions. For Google organic search alone, there were 33 new users visiting the site at beginning of period, growing to 141 new users clicking through to the site at the end of our month of work (nearly 5 times the start). Overall traffic to the site achieved more than 2.5x the weekly visits during the period – the greatest source of which was organic search. Keywords such as 'builders supply' and 'drywall supply' achieved up to a 20% click-through rate.

Triple the amount of new users coming from organic search overall (SEO/non-advertising) since end of March (when our work began; note the below visible typical traffic boosts and dips for new website launch January/February)



Primary Dimension: **Keyword** Source Landing Page Other

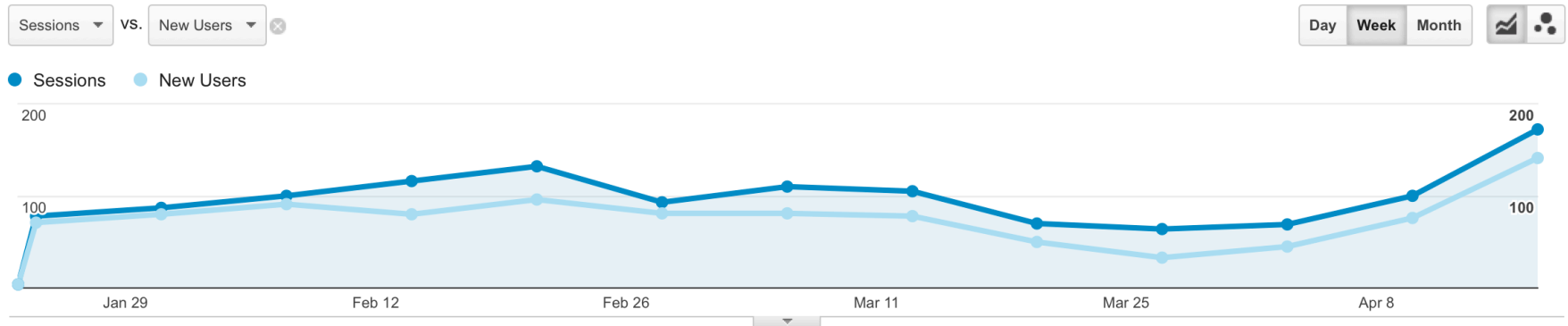
Plot Rows

Secondary dimension

Sort Type: Default

| <div></div> <div>Keyword</div> | Acquisition | | | Behavior | | |
|--------------------------------|--|---|--|---|---|---|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration |
| | <div>1,552</div> <div>% of Total: 46.23% (3,357)</div> | <div>77.77%</div> <div>Avg for View: 75.36% (3.19%)</div> | <div>1,207</div> <div>% of Total: 47.71% (2,530)</div> | <div>30.93%</div> <div>Avg for View: 41.58% (-25.63%)</div> | <div>3.49</div> <div>Avg for View: 3.46 (0.80%)</div> | <div>00:02:00</div> <div>Avg for View: 00:02:14 (-10.67%)</div> |

Nearly 5x the amount of new users coming from Google organic search specifically (SEO/non-advertising) since end of March (following Google's original typical traffic boosts and dips for new website launch)



Primary Dimension: **Source / Medium** **Other**

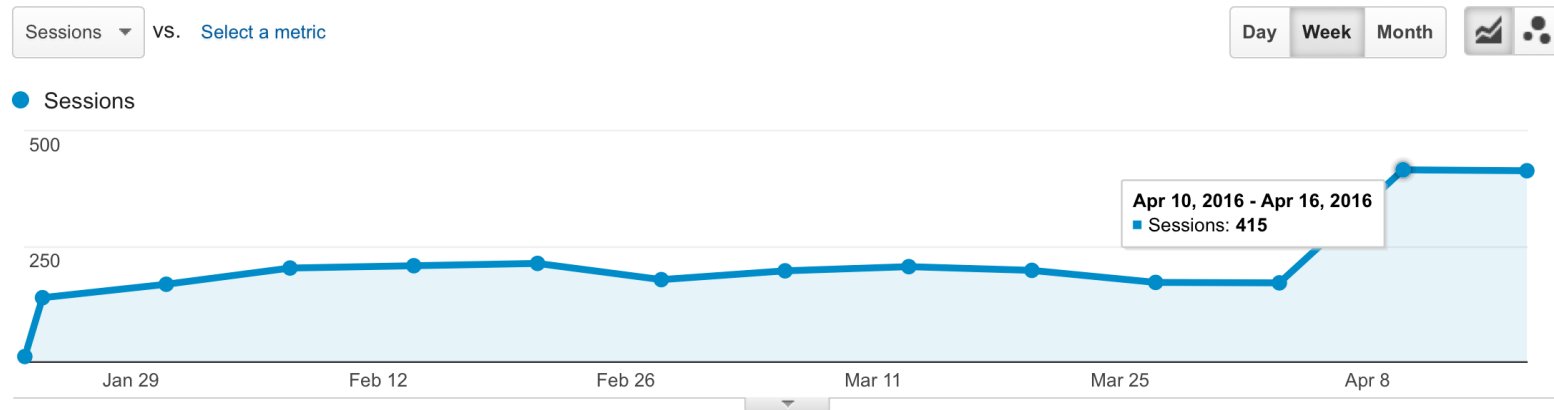
Plot Rows

Secondary dimension

Sort Type: Default

| | Source / Medium ? | Acquisition | | | Behavior | | |
|--------------------------|---------------------|--|---|--|---|--|--|
| | | Sessions ? ↓ | % New Sessions ? | New Users ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? |
| | | 1,300 % of Total: 38.73% (3,357) | 77.46% Avg for View: 75.36% (2.78%) | 1,007 % of Total: 39.80% (2,530) | 32.69% Avg for View: 41.58% (-21.38%) | 3.41 Avg for View: 3.46 (-1.60%) | 00:02:02 Avg for View: 00:02:14 (-9.38%) |
| <input type="checkbox"/> | 1. google / organic | 1,300(100.00%) | 77.46% | 1,007(100.00%) | 32.69% | 3.41 | 00:02:02 |

More than 2.5x weekly traffic, for US web visitors, during our month of SEO activity



Primary Dimension: **Language** [Other](#) ▼

Plot Rows

Secondary dimension ▾

Sort Type: Default ▾

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advanced

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| Language ? | Acquisition | | | Behavior | | |
|------------|--|--|--|---|---|--|
| | Sessions ? ↓ | % New Sessions ? | New Users ? | Bounce Rate ? | Pages / Session ? | Avg. Session Duration ? |
| | <div>2,893</div> <div>% of Total: 86.18% (3,357)</div> | <div>73.11%</div> <div>Avg for View: 75.36% (-3.00%)</div> | <div>2,115</div> <div>% of Total: 83.60% (2,530)</div> | <div>35.43%</div> <div>Avg for View: 41.58% (-14.80%)</div> | <div>3.62</div> <div>Avg for View: 3.46 (4.48%)</div> | <div>00:02:30</div> <div>Avg for View: 00:02:14 (11.57%)</div> |
| 1. en-us | 2,893(100.00%) | 73.11% | 2,115(100.00%) | 35.43% | 3.62 | 00:02:30 |

Great results for certain target keywords based on industry relevance and product demand.

| Queries | Impressions | Position | CTR |
|--------------------------------|-------------|----------|--------|
| drywall supply | 5 | 3.2 | 20% |
| builders supply | 9 | 1.7 | 11.11% |
| building supplies richmond va | 13 | 10 | 7.69% |
| hardware store | 32 | 1 | 0 |
| building supply richmond va | 27 | 10 | 0 |
| construction materials | 17 | 3.6 | 0 |
| building supplies | 7 | 3.9 | 0 |
| building materials richmond va | 8 | 7.9 | 0 |
| building supplie | 5 | 1.6 | 0 |
| hardware store near me | 6 | 1 | 0 |
| drywall | 4 | 1 | 0 |
| construction supply | 4 | 4 | 0 |
| building supply | 4 | 6 | 0 |