

SEO CASE STUDY

NEW WEBSITES DOMINATE GOOGLE WITH CONSISTENCY & PATIENCE



E-commerce Industry



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Introduction

Opening a new business isn't easy, and in today's market, a strong digital presence is necessary to create a thriving empire.

There's one piece of advice we give all new clients, especially those who just launched their website, and that's to have patience and consistency.

You've probably heard the phrase, "good things come to those who wait," and when it comes to SEO that's 100% true.

On average, it takes three months of dedicated SEO work for Google to recognize and reward the work you put in. And for a brand new website, it can take even longer to start seeing results.

In this case study, we'll break down how three of our clients used patience and consistency to get the results they wanted, and then some!

Ready to get started?

Background

This case study will follow the experiences of three clients: a pet grooming company, a men's hair product supply website, and local plumbing service.

Each website was getting around 50 or fewer organic search visits per month. On top of that, they had no backlinks or keywords to report; they were essentially brand new sites.

Each company built a great professional website. They tried a little SEO on their own, specifically a couple of blog posts here and there, but hadn't seen many results for the effort they put in. They made the decision that they needed professional SEO help in order to make sure customers found them on the search engines.

All three clients signed up for our fully managed SEO service where customers get their own campaign manager to do all the work and create their custom SEO strategy.

The SEO Audit

One of the first things we do with all new clients is to perform an SEO audit of their website. We look at current traffic, keyword opportunities, backlinks, anchor text, and more.

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Both the pet grooming and men's hair product supply company were brand new websites with zero organic traffic. They only ranked for a handful of keywords and had no backlinks from other sites.

The local plumbing company, on the other hand, was doing some SEO work on its own. They were getting about 150 visitors per month and ranked for about 300 keywords. But it was clear much more was needed in order to reach their goals.

Campaign Planning & Execution

Let's take a look at how we started helping each of these clients with their websites:

Pet Grooming

Being a brand new website for pet grooming, we knew that we had to set a strong foundation to get them started. We happen to have a fantastic link-building service that offers in-content, contextual links to their site.

Links help them build authority and are vital to increasing organic traffic. As we secured them more links across the web, we also saw their site was lacking content.

Next, we drafted quality content that would drive even more traffic to their site and engage visitors with valuable information.

Based on our research, we produced content with high-performing keywords like "mobile dog grooming," "mobile pet groomer," and "cat grooming cost."

And, finally, we set them up with guest posts, which are blogs that appear on another company's blog with a link back to the client's site.

Typically with guest posts, you can focus on getting links from sites with high traffic or high domain authority. With our pet grooming company, we found it more strategic to focus on getting links from high-domain authority sites.

Men's Hair Product Supply

The men's hair product supply business is a grooming resource. They already had a system in place to create content so we decided to focus on link building.

We created two high-quality guest posts per month and set up link-building. This allowed us to go after some of their money keywords in the high authority guest posts while keeping their anchor texts diverse with the foundational links.

For the money keywords in the guest posts, our campaign managers did research and found that "how to get dreads" and "durag benefits" would yield the most results for them.

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Local Plumber

As we explained above, this client had already done some work on their website. They reached out to us wanting to grow their online presence even more.

After doing the initial audit, their campaign manager found it would be most effective to focus on both link building and content creation.

First, we set up a blog post with the keywords “install gas lines.” The content was about the benefits of installing gas lines in a home, a topic they were sure would bring in more visitors.

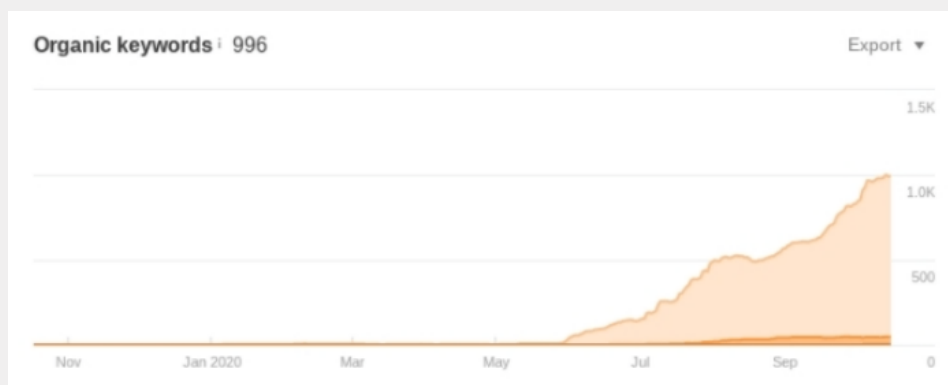
We also created foundational links in order to build a large number of links with high-performing keywords like “plumbing New Orleans,” and a traffic-based guest post on “collapsed sewer lines.”

Results

All three of these clients were ecstatic about their performance, but it’s important to note that it took them longer than the standard three months to get the ball rolling.

Being brand new websites, we told them at the beginning it could take longer, and it did. But boy was the wait worth it.

Our pet grooming company saw its traffic triple after signing up with us. Their ranked keywords went from zero to nearly 1,000 today.



They first signed up with us on May 14. As you can see above, more people are now finding them, learning about their services, and hiring them.

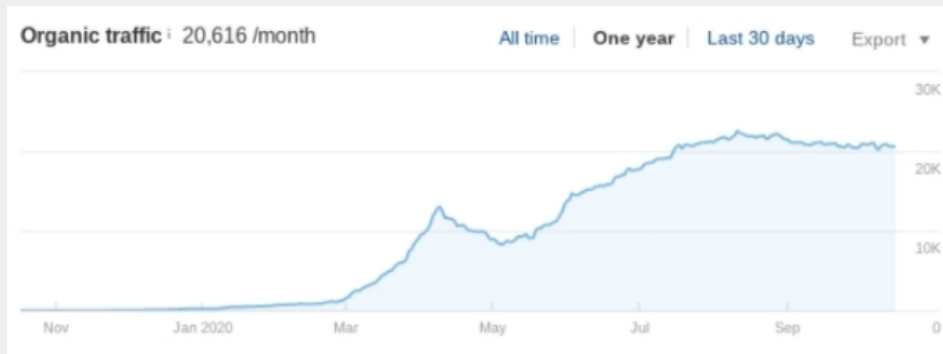
For the men’s hair product company, we couldn’t have been happier with the results we were able to get them. But, they’re also a perfect example of what can happen when you’re patient.

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They didn't start seeing an uptick in traffic until March 2020.

Many businesses get impatient and call it quits when they don't see results in the first few months, but as you can see below, it's worth seeing the strategy through.

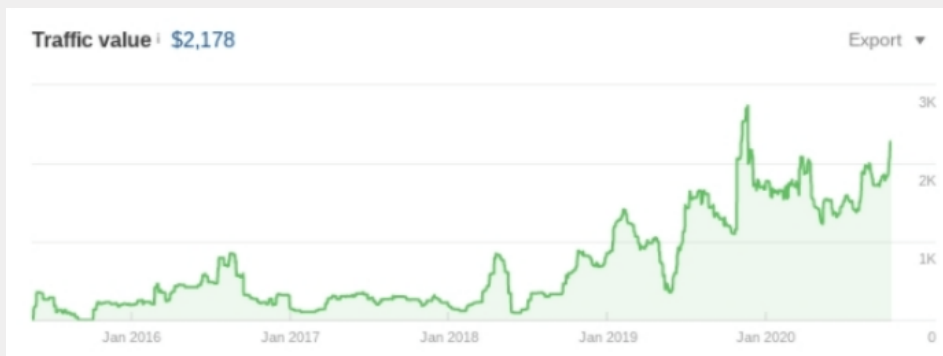


Their organic traffic exploded to over 20,000 views PER MONTH. That's why it's so important to be patient, especially for brand new websites!

Our last featured client in this case study, the local plumber, had impressive results across the board. But, let's take a look at the value of their free traffic.

This plumbing company in New Orleans isn't currently paying for digital ads. But, the free traffic they're receiving is valued at \$2,178.

In other words, that's how much they'd have to spend on digital ads to get the same amount of traffic to their site!



We helped increase their traffic value from around \$1,000 in October 2019 to over \$2,000 in 2020.

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How Quitting Your SEO Campaign Early Hurts You

We all want instant results but it doesn't always work that way in the world of SEO.

Not giving up on your SEO campaign will pay dividends. But, don't take our word for it. Let's look at real businesses that learned the hard way.

A few years back we worked with an audio-visual company that wasn't getting much organic traffic. They signed up with us at the beginning of 2018. As a website without any traffic, we knew it'd take longer to gain traction.

We started building links, creating content, and working our SEO magic.

Here's the problem. Six months passed and the client started to get antsy for big results. They canceled in the fall of 2018 – right before their traffic finally took off!

After the cancellation, they realized all of the hard work they paid for at the beginning of the year had paid off.

Not long after their traffic spiked, it dropped just as fast because they hadn't been doing SEO. They called us back immediately and hopped back on to get their growth back on track.

We can't predict exactly when Google is going to start rewarding your website, especially for new sites. But with patience and consistency, it will happen.

Takeaway

So if you're a business with a new website or one you haven't touched in years, we can help you optimize your SEO through keyword research, link building, content creation, and more!

We can help you regardless of what industry you work in. Our clients include law firms, dental practices, HVAC companies, contractors, hotels, and many others.

So many of these clients have signed up for our best-selling SEO service. Clients can work as hands-on or as hands-off as they'd like with our campaign managers in order to achieve their goals.

Different strategies work better for different businesses and that's why we set up a custom strategy for every campaign. But one thing is for sure, you have to stay consistent.

Success is around the corner and if you're patient, it will come.

Want to hear more about our SEO services or get started? Simply book a call with us and we'll get the ball rolling!