

Case Study #1

New HVAC competing for positioning in 5 city area in a highly competitive Market – Murfreesboro, TN and LaVergne, TN. (www.ontargethvac.com)

This HVAC client was a brand new business in April 2011 and their website did not appear anywhere within the Top 20 pages of Google when we started. In just two months subscribing to our starter service they made **extraordinary** improvements. We helped them improve search rankings for all the terms listed below and more! Bear in mind, the website is a cookie cutter basic site offered through Intuit which limits on-page SEO. Plus the domain name is much less than a year old yet we have still made some great traction in a very highly competitive market!

Keyword	April '11	5/9/2011	6/21/2011	Nov '11
air conditioning	not in top 20 pages	11 pg 1	5 pg 2	1 page 2
air conditioners	not in top 20 pages	1 pg 2	3 pg 2	1 page 2
heating & air	not in top 20 pages	14 pg 1	5 pg 1	4 page 1
heating and air	not in top 20 pages	7 pg 2	13 pg 1	3 page 1
air conditioner units	not in top 20 pages	6 pg 8	5 pg 2	8 page 1
air conditioner servicing	not in top 20 pages	7 pg 2	11 pg 1	2 page 1
heat and air conditioning	not in top 20 pages	3 pg 2	10 pg 1	4 page 1
heating & air conditioning	not in top 20 pages	11 pg 1	10 pg 1	4 page 1
heating and air conditioning	not in top 20 pages	1 pg 2	11 pg 1	2 page 1
heating and air conditioning repair	not in top 20 pages	5 pg 1	3 pg 1	1 page 1
air condition repairs	not in top 20 pages	12 pg 1	12 pg 1	2 page 1
air conditioning units	not in top 20 pages	6 pg 2	12 pg 1	4 page 1
air conditioner repair	not in top 20 pages	8 pg 2	12 pg 1	4 page 1
ac repair	not in top 20 pages	2 pg 2	17 pg 1	4 page 1
air conditioning repairs	not in top 20 pages	12 pg 1	11 pg 1	3 page 1
ac service	not in top 20 pages	6 pg 1	11 pg 1	4 page 1
air conditioning service	not in top 20 pages	10 pg 2	14 pg 1	5 page 1
heating and air conditioning repairs	not in top 20 pages	5 pg 1	4 pg 1	6 page 1
hvac repair	not in top 20 pages	14 pg 1	5 pg 1	3 page 1
hvac maintenance	not in top 20 pages	8 pg 2	10 pg 1	8 page 1
heat and air repair	not in top 20 pages	10 pg 1	4 pg 1	4 page 1
central air conditioner	not in top 20 pages	9 pg 2	3 pg 2	7 page 1
heater repair				5 page 1
heater service				4 page 1
furnace repair				2 page 1
furnace service				1 page 1
HVAC Installation				9 page 1

*** Ratings are for “Organic Listings” not “Google Places Listings.”**

Case Study #2

Local Chiropractor in a *highly* competitive Market – Nashville, TN

Two sites: www.dunnwithpain.com & www.dunnwithpainnashville.com

When we first took on this particular chiropractic office as a client, they were doing okay, but it was clear to me SEO was a huge priority for them. We started them in April 2011. In just three months subscribing to our intermediate package they improved and made **drastic** improvements with the acupuncture related terms. We helped them improve search rankings for the terms listed below across both websites. Yellow shading indicates improved and held-steady positioning over time.

Keyword Highest Position	Mar-11	May-11	Jun-11	Oct-11
chiropractor nashville tn	#2 Org Page 1	#2 Org Page 1	#2 Maps Page 1	#2 Maps Page 1
chiropractic nashville tn	#8 Organic Page 1	#2 Organic Page 1	#1 Maps Page 1	#1 Maps Page 1
chiropractors nashville tn	#2 Org Page 1	#2 Page 1	#1 Maps Page 1	#1 Maps Page 1
dr chiropractor nashville tn	#1 Org Page 1	#2 Page 1	#1 Maps Page 1	#2 Maps Page 1
chiropractic adustment nashville tn	#1 Page 2	#3 Page 1	#1 Page 1 Organic	#3 Organic Page 1 (DWPN)
chiropractic adustments nashville tn	#3 on Google Maps	#1 Page 1	#2 on Page 2 Org	#9 Organic Page 1 (DWPN)
chiropractic office nashville tn	#1 Org Page 1	#1 Page 1	#4 Organic Page 1	#3 Maps (DWP), #1 Organic (DWPN)
lower back pain nashville tn	#1 Org Page 1	#1 Page 1	#1 Organic Page 1	#1 Organic Page 1 (DWPN), #6 pg 2 Organic (DWP)
back pain nashville tn	#8 Page 2	#1 Page 1	#3 Maps Page 1 & #2 Organic Page 1	#1 Maps Page 1 (DWP), #3 Organic (DWPN), #7 Organic (DWP)
neck pain nashville tn	#10 Org Page 1	#3 Page 1	#5 Organic Page 1	#2 Organic (DWPN)
carpal tunnel syndrome nashville tn	#7 Org Page 1	#6 Page 2	#7 Organic Page 1	#1 Organic Page 1 (DWPN)
acupuncture nashville tn	#9 Page 3	#4 Organic Page 1	#4 Organic Page 1	#3 Organic Page 1 (DWP), #10 Pg 2 (DWPN)
acupuncturist nashville tn	#10 Page 2	#3 Organic Page 1	#3 Organic Page 1	#3 Organic Page 1 (DWP)
acupuncture clinic nashville tn	#11 Page 1	#3 Organic Page 1	#2 Organic Page 1	#2 & #3 Organic Page 1 (both DWP)
acupuncture clinics nashville tn	#11 Page 1	#4 Organic Page 1	#2 Organic Page 1	#3 Organic Page 1 (DWP)
acupuncture for back pain nashville tn	#4 Page 4	#2 Page 1 Organic	#2 Page 1 Organic	#1 Page 1 Organic (DWP), #3 Organic Page 1 (DWPN)
acupuncture therapy nashville tn	#8 Page 2	#2 Page 1 Organic	#1 Page 1 Organic	#1 Organic Page 1 (DWP), #9 Organic Page 1 (DWPN)
chiropractic acupuncture nashville tn	#10 Page 2	#1 Page 1	#1 Organic Page 1	#1 on top of Maps Page 1 (DWP) #3 Organic (DWP), #4 Organic (DWPN)
acupuncture treatment nashville tn	#6 Page 3	#3 Page 1 Organic	#3 Organic Page 1	#3 Organic Page 1 (DWP)

* “Maps” positioning always beats “Organic”

Case Study #3

www.celebratevitamins.com

This study is a bit different in nature in that the company competes internationally (but mainly in the USA) for a niche vitamin and nutritional supplement products for bariatric surgery patients. National SEO is inherently tougher than local (geo-specific) SEO.

When I first met these guys over a year ago they were typically showing up in positions 6-11 on page one of Google for the first two focus keyword terms and page two for the third.

After three months of working with them I now have them (and have kept them) near or at the top of page 1 of Google consistently.

The Three Focus Terms Most Important to the Client

Bariatric Vitamins - Positions 1-3 on Google consistently.

Bariatric Supplements - Positions 1-2 on Google consistently.

Calcet Creamy Bites - Positions 1-2 on Google consistently.

Test Keywords | 45 Days into SEO Campaign

Creamy Bites - Position 1 November 2011

Calcium Plus - Last on Page 2.

Note that "Calcium Plus" is an extremely broad term. I chose this on purpose to really challenge my methods. In only 45 days worth of SEO work bringing such a broad term up to page 2 on Google particularly when the content in the site pertaining to "Calcium Plus" is quite new.

I plan to monitor this second term for the next 6-9 months and am optimistic that it's SEO performance will continue to improve.