

SEO Case Study: Reviving a Cleaning Service with 482% Increase in Organic Traffic

Description

In today's digital world, local SEO is crucial for cleaning services aiming to thrive. More people than ever are turning to search engines like Google to find businesses right in their neighbourhood. According to SOCI's Consumer Behavior Index (CBI), a staggering **80% of online users search for local businesses each week**, and **32% do so every single day**. This means that when homes or offices need cleaning, the first place potential customers look is online.

To capitalise on this trend, it's essential for cleaning service websites to rank highly for local keywords—terms like '*cleaners near me*'. If a cleaning service can achieve a top position in search results, it can lead to a significant increase in business. Conversely, neglecting local SEO means that customers will likely choose competitors who have a stronger online presence.

This case study focuses on a long-established cleaning company in Connecticut that struggled for years to gain online visibility before reaching out to us for help with their local SEO strategy. Frustrated by their lack of progress, they turned to us, and we were determined to change their fortunes.

The Client: A Legacy Cleaning Service

Our client has been operating a cleaning service since the 1960s, founded by their father. Over the decades, they have built a reputation based on hard work, quality service, and dedication. For many years, they relied on referrals and print advertising to attract customers. However, everything changed after 2020 when the COVID-19 pandemic prompted a shift towards online searching.

With consumers increasingly seeking services online, our client realised the need for a robust online presence. They began to improve their website and search rankings for crucial local keywords but quickly found themselves overwhelmed—SEO is a complex field that requires expertise.

After seeking recommendations from friends, one of their acquaintances, a former client of ours, praised our work. This led our client to contact us for a free SEO consultation.

During our initial discussion, they outlined their goals for the local SEO campaign:

1. Rank for more local keywords related to their cleaning business.
2. Increase traffic to their service pages to drive more conversions.

Given these objectives and the obscurity of their website, we proposed a Clout campaign as the best solution.

Setting Up the Clout Campaign

Clout offers a managed service that develops a comprehensive SEO strategy tailored to each client. Our approach means the client doesn't have to worry about keyword research, content creation, or link-building—all these tasks are handled by our team of experts. Of course, if the client prefers to manage any aspect in-house, we remain flexible.

Each client is connected with a dedicated campaign manager who provides updates and answers questions, ensuring a smooth and hands-off experience. This allows our clients to focus on running their businesses while we enhance their visibility on search engines.

Conducting an SEO Audit: Finding Quick Wins

Before diving into the Clout campaign, we always conduct an SEO audit. This involves analysing the client's website to identify any issues that may hinder our efforts and to discover keywords the site already ranks for on Google.

During the audit, we look for several common problems that can affect a website's performance:

- **Slow loading speeds:** Google prioritises sites that load quickly, as indicated by its Core Web Vitals assessment.
- **Duplicate content:** This occurs when multiple pages target the same keyword, which can confuse search engines.
- **Broken links:** Links that lead to non-existent pages can harm a site's credibility.
- **Orphan pages:** Pages without internal links can be difficult for search engines to index.
- **Server errors:** Technical issues can prevent a site from functioning properly.

Once we resolved these issues, we searched for “easy-win” opportunities—keywords for which the site was already ranking but not in the top position. Improving existing rankings is typically easier than starting from scratch, as existing content is already indexed by Google.

Our Strategy: Regular Content Creation and Link Building

With only a few easy wins identified, we focused on our primary strategy:

1. Writing informative blog posts monthly featuring essential local keywords.
2. Building high-quality backlinks to the client's service and delivery pages to boost conversions.

Both tactics were designed to meet the client's main goals: to rank higher and attract more traffic. Our blog posts were grounded in thorough keyword research, identifying trending local keywords relevant to our client's services.

For the link-building aspect, we employed several strategies, including:

- **Syndicating content:** Distributing existing posts to other platforms.
- **Targeted link insertions:** Adding links to high-value content.
- **Guest posting:** Writing articles for other websites to earn backlinks.

These efforts allowed us to secure links from domains with exceptionally high domain rating (DR) scores, indicating their authority and influence in the online space.

The Results: A 482% Increase in Traffic

Once we implemented our strategy, the results were dramatic and almost immediate. The client experienced a massive spike in traffic, which effectively resurrected their online presence.

Thanks to our efforts, they began ranking for over 200 keywords, with four of those in the top three positions. The organic traffic continued to trend upwards, indicating a successful campaign.

Conclusion

This case study demonstrates the power of local SEO in revitalising a cleaning service's online presence. By leveraging a tailored strategy that included an SEO audit, content creation, and link-building, we were able to help our client achieve remarkable results.

If you want your cleaning company to outperform competitors on Google, consider a Clout campaign. Don't hesitate to reach out for a free SEO consultation today!

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