

CASE STUDY

Synopsis

This is a Texas based energy efficiency program designed to help schools and families save energy and money. Their goal is to rank well in order to generate interest from K-12 educators on energy awareness. This is the 90-day result of our SEO efforts on site.

Goal

Increased Traffic & Rankings

Action Plan

In January 2020, we engaged in a 90-day gameplan which included onsite optimization, Google posts, and, schema markup.

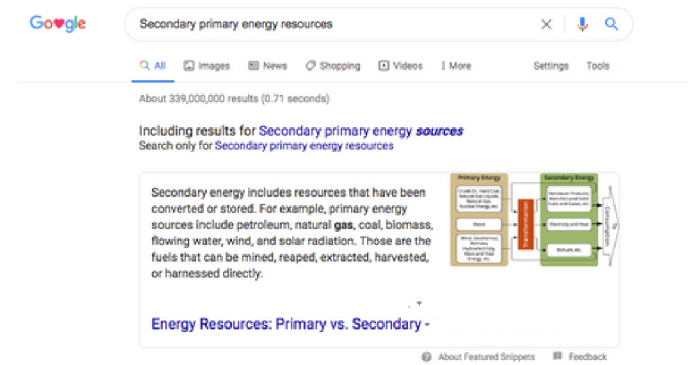
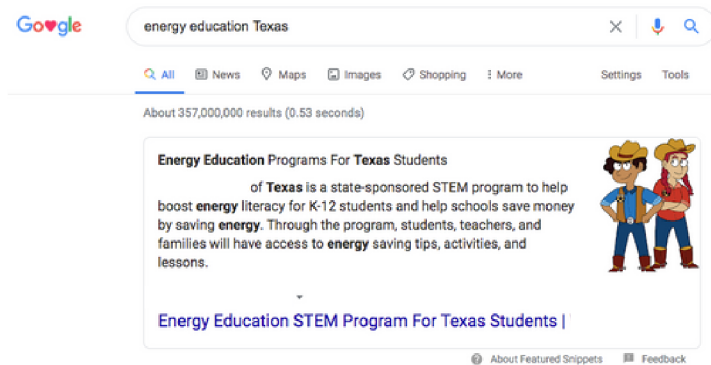
Outcome

January 1, 2020 - March 31, 2020

- Organic traffic increased 1,378.69%
- Organic new users have increased 1,709.29%
- 3 Featured Snippets from Google were achieved
- #1 ranking for energy education texas keyword phrase

Default Channel Grouping	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
Organic Traffic	1,659.94% ▲ <small>5,667 vs 322</small>	1,709.29% ▲ <small>5,645 vs 312</small>	1,378.69% ▲ <small>6,314 vs 427</small>
1. Organic Search			
Jan 1, 2020 - Mar 31, 2020	5,667 (100.00%)	5,645 (100.00%)	6,314 (100.00%)
Jan 1, 2019 - Mar 31, 2019	322 (100.00%)	312 (100.00%)	427 (100.00%)
% Change	1,659.94%	1,709.29%	1,378.69%

Featured Snippets



Top 90-day Rankings

Keyword	Loc	G Pos	G Chg	G 1st	G Chg	Pos
energy education texas	Texas	1	⇌0	32	+31	3
energy education for students	Texas	33	+3	100+	+67	8
school energy patrol	Texas	7	⇌0	14	+7	8