



SEARCH ENGINE OPTIMIZATION
Case Study





Our Client:

This company is a warehousing and transportation company in the Union New Jersey area.

Goal:

Drive more people to the website by ranking higher for keywords, doing so would increase the amount of leads the client would receive in the transportations and warehousing niche.

Project Duration:

10 Months

Problem Statement:

The client is in a competitive niche and was looking to rank for competitive keywords. The client wanted to rank high for keywords like “warehouse logistics in union nj”, “trucking in union nj”, and “freight quotes in union nj”.



STRATEGY (OVERVIEW)

Our strategy consisted of five general steps, proven to generate optimal results.

01

STEP

—
We performed in-depth market research and competitor analysis.

02

STEP

—
We set up the necessary tracking codes and made sure those codes had been implemented correctly on the client's site.

03

STEP

—
We performed keyword research to determine what keywords we would target and track for the campaign.

04

STEP

—
We performed a site audit, revealing any on-page issues that required immediate attention.

05

STEP

—
Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1. transport in union nj	1	0
2. ltl quotes in union nj	1	0
3. export logistics in union nj	1	0
4. import logistics in union nj	1	+7
5. shipping quotes in union nj	2	+4
6. freights quotes in union nj	2	+2
7. trucking in union nj	2	new
8. warehouse logistics in union nj	3	new
9. warehouse in union nj	7	new
10. storage in union nj	29	new

REAL WORLD RESULTS (ON GOOGLE SERP):

The image shows two screenshots of Google search results. The top screenshot is for the search query "warehouse logistics in union nj". The first result is highlighted with a red box and contains the following text: "1. Warehouse Logistics In Union NJ | Storage In Union New Jersey [redacted] proud to provide warehousing services and warehouse management in Union, NJ. With our 70,000 square foot, state-of-the-art facility, we can provide your business operation with a large number of conveniences and advantages to make your logistics strategy run smoothly." The second result is "2. Warehouse Logistics Jobs, Employment in Union, NJ - Indeed" with a snippet: "101 Warehouse Logistics jobs available in Union, NJ on Indeed.com. Apply to Warehouse Manager, Warehouse Assistant Manager, Logistics Manager and ...". The bottom screenshot is for the search query "trucking in union nj". The fourth result is highlighted with a red box and contains the following text: "4. [redacted] Get Shipping & Freight Quotes In Union NJ [redacted] works as a professional shipping and warehousing company. Contact us at [redacted] to get shipping & freight quotes in Union, New Jersey." The fifth result is "5. \$37k-\$73k Union Truck Driver Jobs in New Jersey | ZipRecruiter" with a snippet: "TransAm Trucking is searching for recently graduated CDL truck driving school students who are interested in long-haul ... Report job. Manufacturers Reserve ...".

Google warehouse logistics in union nj

1. Warehouse Logistics In Union NJ | Storage In Union New Jersey
[redacted] proud to provide warehousing services and warehouse management in Union, NJ. With our 70,000 square foot, state-of-the-art facility, we can provide your business operation with a large number of conveniences and advantages to make your logistics strategy run smoothly.

2. Warehouse Logistics Jobs, Employment in Union, NJ - Indeed
101 Warehouse Logistics jobs available in Union, NJ on Indeed.com. Apply to Warehouse Manager, Warehouse Assistant Manager, Logistics Manager and ...

Google trucking in union nj

4. [redacted] Get Shipping & Freight Quotes In Union NJ
[redacted] works as a professional shipping and warehousing company. Contact us at [redacted] to get shipping & freight quotes in Union, New Jersey.

5. \$37k-\$73k Union Truck Driver Jobs in New Jersey | ZipRecruiter
TransAm Trucking is searching for recently graduated CDL truck driving school students who are interested in long-haul ... Report job. Manufacturers Reserve ...

Solution

Our SEO experts ran a highly optimized SEO campaign to start generating organic traffic and eventual leads.

Final Outcome

We were able to increase the positions of multiple keywords on Google's search engine results page to the first page. Many of these keywords increased dramatically in the first couple of months of the campaign.