

Case Study - Landscaping

The client:

This is a landscape design company specializing in residential backyard design-build projects.

Niche:

Design-Build Landscaping

The Solution:

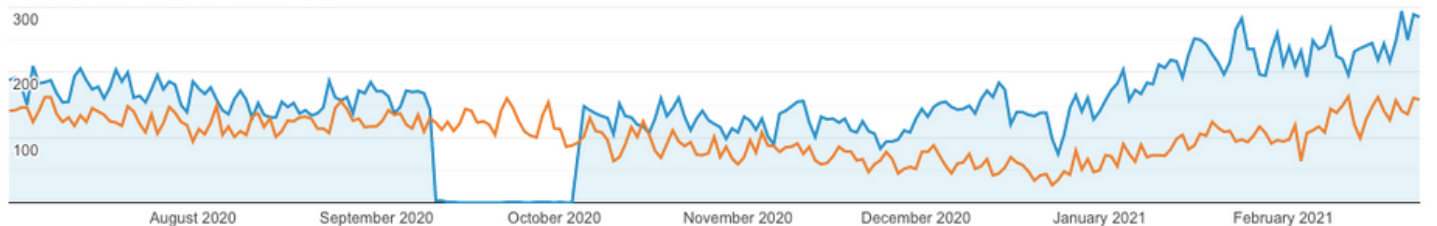
We worked on revising the internal linking strategy on the site to push forward rankings for their main pages. We also added technical aspects, like advanced Schema Markup, to capture more real estate on the SERPs and attract high-quality traffic that will convert.

The Results:

Our efforts greatly impacted the organic traffic (year over year) and helped contribute to new and better keyword rankings.

Jul 1, 2020 - Feb 24, 2021: ● Users

Jul 1, 2019 - Feb 24, 2020: ● Users



Users

Organic Traffic

45.41%

33,355 vs 22,939



New Users

Organic Traffic

46.13%

33,060 vs 22,623



Sessions

Organic Traffic

45.57%

37,164 vs 25,530



Keyword	Start ¹	Rank ^{1 2}	1d ¹	7d ¹	Life ¹	Search Vol. ¹
  landscape architecture	> 100	1	—	—	↑ 99	74,000
  landscape construction	> 100	1	—	—	↑ 99	3,600
  landscape design	> 100	1	—	—	↑ 99	165,000
  landscape maintenance	> 100	1	—	—	↑ 99	5,400
  garden management	2	2	—	—	—	720
  landscape architecture	4	3	—	—	↑ 1	74,000
  landscape construction	15	3	—	—	↑ 12	3,600
  garden management	> 100	4	—	—	↑ 96	720
  landscape installation	> 100	6	—	—	↑ 94	1,600
  landscape design	64	8	—	—	↑ 56	165,000