

BLOG

SEO

Assistant Services

social  
media

# Digital Marketing Case Study for **Local SEO**

# Overview

The client has a law college in a city in California. The college offers many degrees and diploma programs in the field of law. The college was not so very old and not so very popular when the client approached us. The client wished to have his college popular among the students who are aspiring to make their careers in law.



**100+**  
Projects



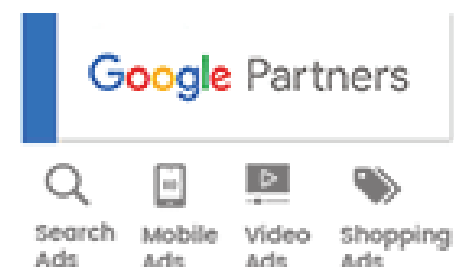
**95%**  
Satisfied Clients



**50+**  
Marketing Experts



**10+**  
Yrs Experience



facebook  
blueprint



# The Challenges

The client put all his efforts to create a buzz on the internet about his college, but it didn't work well, and with many hopes, he approached us. The website of the college was not receiving much of the traffic, and the traffic which was landing on the website was not fruitful. It was not giving any conversions. He was willing to see an increase in inquiries as they had gone down for a long week. He actually wanted to reach the target audience which can convert into students of his college.



# Our Approach

Local SEO was our strategy to reach the targetted audience. Local SEO (Search Engine Optimization) is quite an effective way to market your local business online. We have helped many other local businesses to achieve their goals in the past and doing it now, as well.

We very well know that an important first step in any local SEO strategy is to claim and verify your local business' Google My Business (GMB) listing. Getting on Google My Business can increase one's chances of showing up in Google's Local Pack, Local Finder, Google Maps, and organic rankings in general. And we utilized it to the fullest. We used citation as our other tactic. A local citation is any mention of your business on the web; it is any combination of your company name, phone number, address, zip or postal code, and website address. Citations in local SEO are a key factor in improving your local search results.

Along with these, we used many other local SEO strategies to achieve the desired results.

## We Focused On These Below Key Strategies

- Website 'localization'
- Citation Building
- Claiming your Google My Business listing and other citation sites
- Managing reviews and ratings on Google My Business listing and other citation sites

## Result

The client was receiving just a couple of inquiries every day before we started but once we took the charge of the project, the inquiries improved with time. Presently, he is receiving more than 10 potential inquiries every day. This makes our client happy and the client's happiness makes us happy.

## Improvements In Numbers In 1 Year

Organic Traffic Growth = **150%**

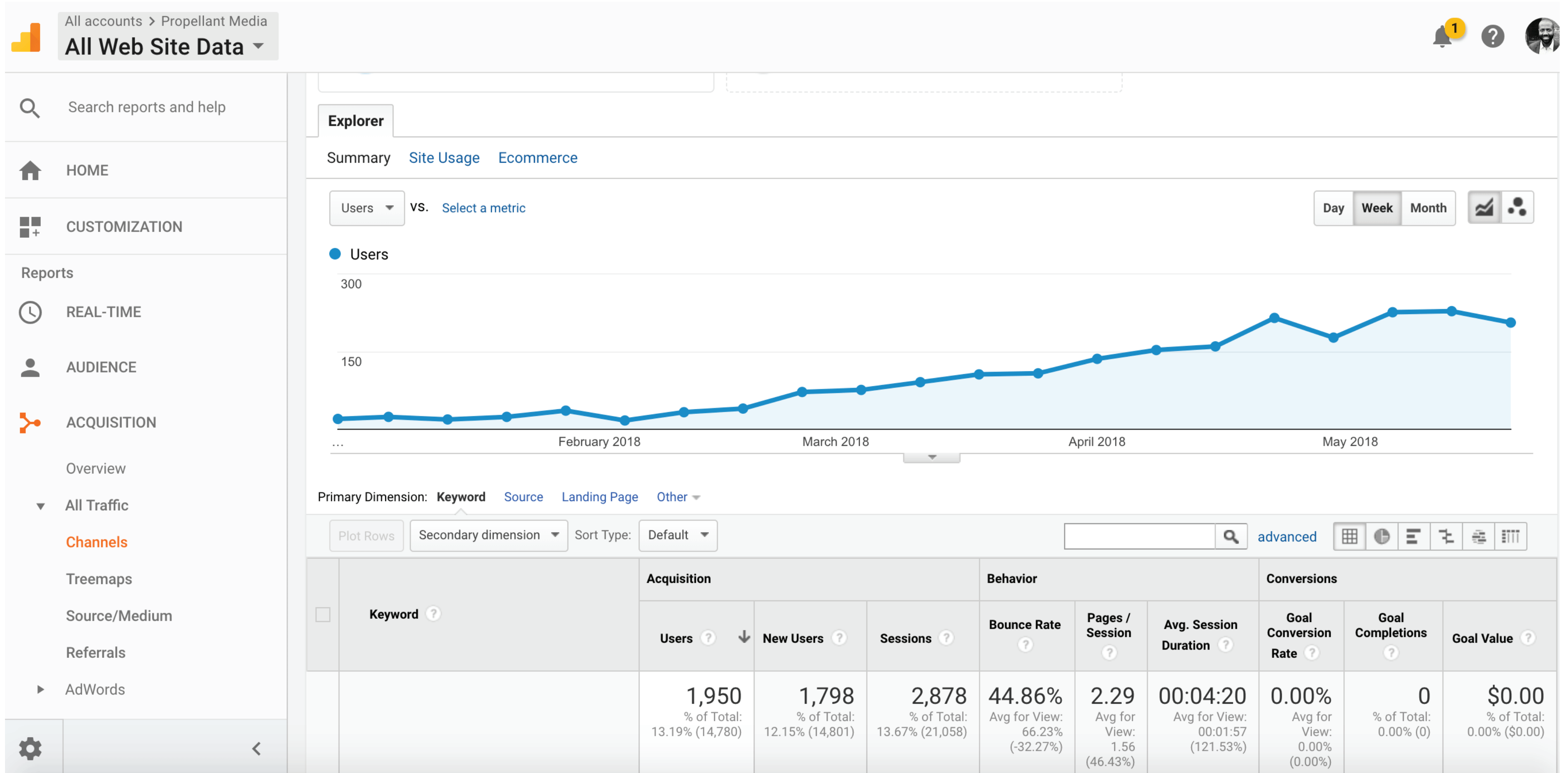
Organic Revenue Growth = **121%**

Leads Generated Per Month = **300+**

Social Traffic Growth = **177%**



# Analytics Stats

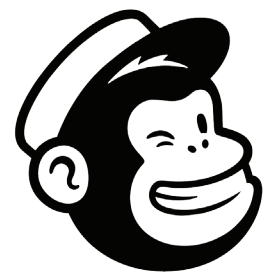


## Tools We Use

Screamingfrog



MOZ



mailchimp



Google Ads



Xenu

