

Pool Services & Renovations SEO

At a glance

This family-owned pool company in Monmouth Junction, New Jersey has been servicing residential and commercial swimming pools since 1997.

Key metrics

\$ 400/MO
SPENT

#1 RANKING
14 keywords

Keyword

Keyword	Start Rank	Start Page	Current Rank	Current Page
pool safety covers princeton nj	15	2	↑ 1	↑ 1
swimming pool renovations princeton nj	18	2	↑ 1	↑ 1
swimming pool renovations montgomery nj	15	2	↑ 1	↑ 1
pool renovation montgomery nj	1	1	↑ 1	↑ 1
swimming pool services montgomery nj	101	11	↑ 1	↑ 1

CHALLENGES

When they first began their campaign with us in April of 2017, they only had 2 keywords ranking well on Google. They signed up for SEO so they could get even more online traction for their services and reach more potential customers.

STRATEGY/SOLUTION

We adjusted title tags, meta descriptions, H1 tags, and alt image tags so Google could crawl and index their site. After that, we worked with our client on dedicating new pages for the different services they provided and created custom content for each page. Rather than a generic services page, we had dedicated pages for repairs, renovations and remodeling,

RESULTS



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428% INCREASE IN ORGANIC TRAFFIC



14 KEYWORDS ON PAGE #1



25% INCREASE ON FIRST-TIME CALLERS