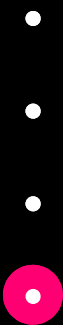


# SEARCH ENGINE OPTIMIZATION

## Case Study





## **Our Client:**

This customer provides art services in Houston, Texas, offering storage, crating, and installation of fine arts.

## **Goal:**

Drive more people to the website by ranking higher for keywords, doing so would increase potential prospects needing art services.

## **Project Duration:**

14 Months (Ongoing)

## **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 “art crating houston”, “art services houston”, and “art storage houston”.



# 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.art crating in houston	1	+3
2.art services houston	1	+4
3.art storage houston	1	+1
4.houston fine art services	1	+1
5.picture hanging services houston	1	+85
6.picture hanging services houston tx	1	+97
7.professional picture hanging services houston	1	+99
8.art shipping houston	3	+1
9.fine art shipping houston	5	+1
10.art installation houston	6	+28

# REAL WORLD RESULTS (ON GOOGLE SERP):

The image displays two screenshots of Google search results. The top screenshot shows a search for 'art crating houston' with the first result highlighted in a red box. The bottom screenshot shows a search for 'art services houston' with the first two results highlighted in red boxes.

**Search 1: art crating houston**

Google logo | Search bar: art crating houston | X | Voice search | Search icon

Navigation: All (selected), Maps, Images, Shopping, News, More | Settings | Tools

About 4,160,000 results (1.05 seconds)

1. Professional Art Crating Service In Houston Texas | [Redacted]  
Fine Art Crating Houston. [Redacted] Houston-based crate shop is equipped to pack your art or other valuables. We offer a wide variety of options for packing works ...

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**Search 2: art services houston**

Google logo | Search bar: art services houston | X | Voice search | Search icon

1. #No.1 Art Services In Houston | Best Fine Art Services  
Do you need the best art services in Houston, TX? [Redacted] is the well-known Houston fine art services offering the best storage, crating, installation, services, etc.  
Art Storage · Art Crating · Art Installation · Picture Hanging Service

2. DCM Art Services – Professional Art Handlers  
We were excited to assist artist Sarah Fisher install her multi-paneled mural at Houston Foodbank. During this unusual time, we find hope and inspiration in

## **Solution**

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

## **Final Outcome**

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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.