

CASE STUDY

SEARCH ENGINE OPTIMIZATION (SEO)



Transportation Management Services Company



OVERVIEW



OVERVIEW

The case study outlines the endeavors of a well-established transportation management services company based in Memphis, Tennessee, striving to enhance its online visibility and draw in more customers through search engine optimization (SEO). It provides a comprehensive overview of the strategies implemented and the outcomes achieved within a defined timeframe.



ABOUT THE CLIENT

Headquartered in Memphis, Tennessee, our client is a respected provider of transportation management services with a long-standing reputation. Specializing in serving logistics companies, they are supported by a skilled team that excels in delivering timely, efficient, and cost-effective solutions.



PROBLEM STATEMENT

The logistics and freight auditing industry is highly competitive, with numerous well-established players dominating the search engine results pages (SERPs). Our client needed to break into this tight market, specifically targeting keywords across various aspects of their business, from software solutions to specific services like cargo claims management.

GOALS

The main objective was to enhance search engine rankings for the targeted keywords, aiming to drive increased traffic to the website, amplify impressions, and ultimately stimulate more customer inquiries and sales.



An illustration of two black chess pieces, a king and a rook, positioned on a colorful, abstract base. The king piece is on the left, and the rook piece is on the right. The base consists of several overlapping, semi-transparent shapes in shades of blue, orange, and pink. The background is a dark blue grid.

STRATEGY

We started with a comprehensive SEO audit to pinpoint where our client could make the most impactful changes.

Our strategy included:

- Optimizing on-page content to align more closely with target keywords.
- Enhancing site structure and navigation to ensure a better user experience and easier crawling by search engines.
- Implementing a robust backlinking strategy to improve domain authority.
- Regular updates and blogs to keep content fresh and engaging.

DETAILED RESULTS

The data reveals significant enhancements in search engine rankings across all targeted keywords. For instance, "freight auditing companies" ascended from rank 12 to 3, resulting in a notable surge in visibility and traffic. Similarly, keywords such as "logistics vendor" and "freight bill audit companies" experienced substantial ranking improvements.

Negotiations and Shipping broke into the top 10, Regional Logistics improved to the top 15, and Audit and Payment Services entered the top 10, showcasing our optimization success.

FINAL OUTCOME

Overall website traffic surged, with one segment seeing a 98.83% increase in visits and higher engagement. Site impressions and clicks grew significantly, with one area experiencing an 89% rise in clicks.

<input type="checkbox"/> Keyword	Intent	SF	KD %	Pos. Dec 6	Pos. May 8	Diff
> <input type="checkbox"/> logistics vendor	I	Q	3	13	45	1 ↑44
> <input type="checkbox"/> freight auditing companies	C	Q	8	28	12	3 ↑9
> <input type="checkbox"/> freight bill audit companies	C	Q	5	16	30	3 ↑27
> <input type="checkbox"/> cargo claims management	I C	Q	7	4	39	4 ↑35
> <input type="checkbox"/> freight bill audit and payment companies	C	Q	9	15	34	6 ↑28
> <input type="checkbox"/> freight claim management	I C	Q	7	8	35	8 ↑27
> <input type="checkbox"/> freight negotiation with shipping companies	I	Q	5	1	—	8 new
> <input type="checkbox"/> tms quality compliance software	N C	Q	7	5	58	8 ↑50

CONCLUSION

The strategic SEO enhancements not only improved their SERP rankings but also substantially increased their web traffic and user engagement. These results highlight the effectiveness of a well-rounded strategy tailored to specific industry needs and competitive landscapes.

This showcases strategic SEO and offers a roadmap for similar companies looking to make significant gains in digital visibility and business outcomes.

