

SEO CASE STUDY



Goal

Drive more people to the website by ranking higher for keywords, doing so would increase the amount of inquiries the client will receive for their paper tubing products.

Project Duration

1 Year & Ongoing

About the Client

This company is a paper tube manufacturer, providing custom paper tube solutions.

Problem

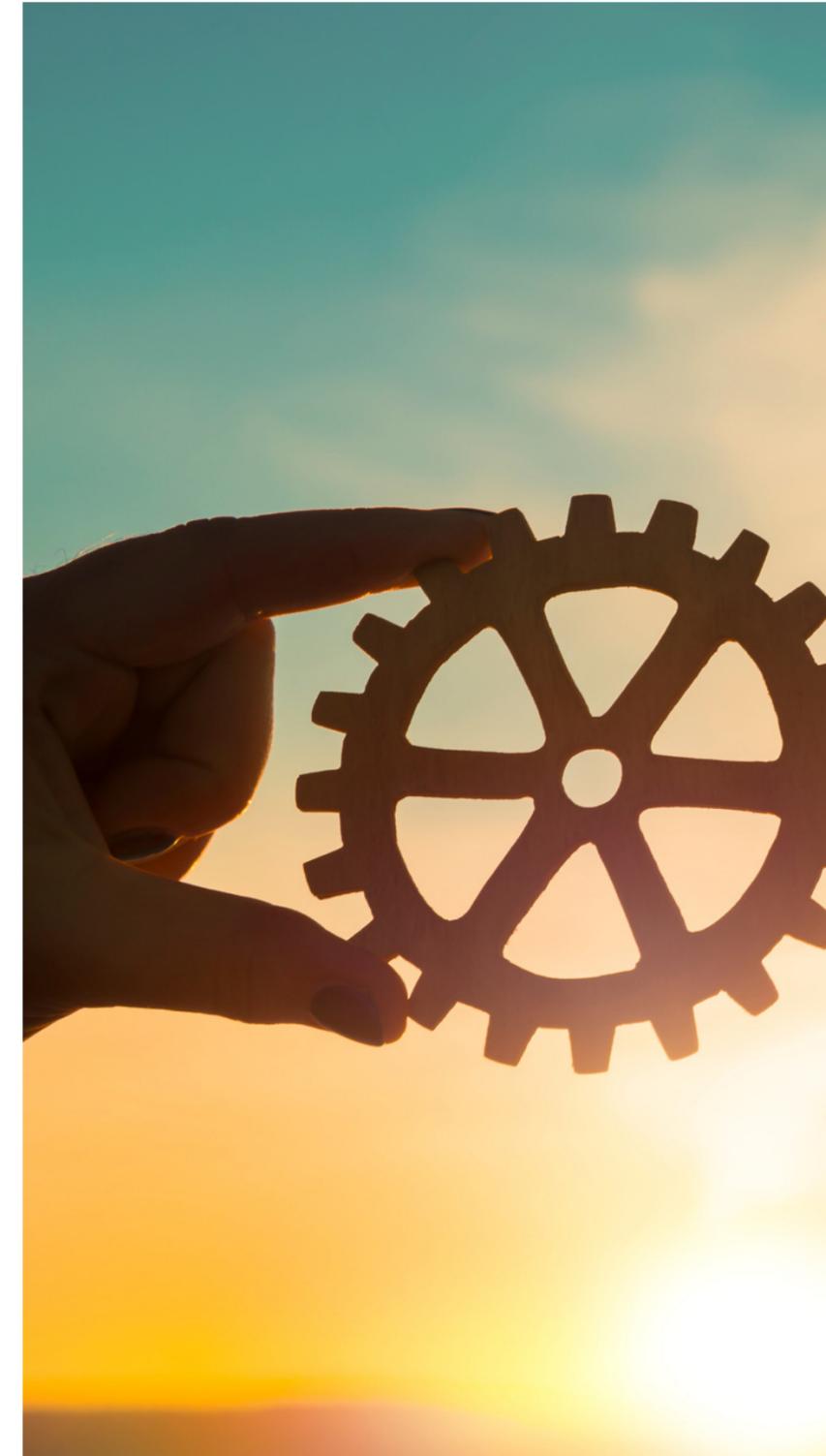
This client had previously used an SEO company that did not generate results. The client wanted to rank higher for keywords like "cardboard tubes near me".

Overview of Campaign

Strategy & Approach

Our strategy consisted of five general steps, proven to generate optimal results.

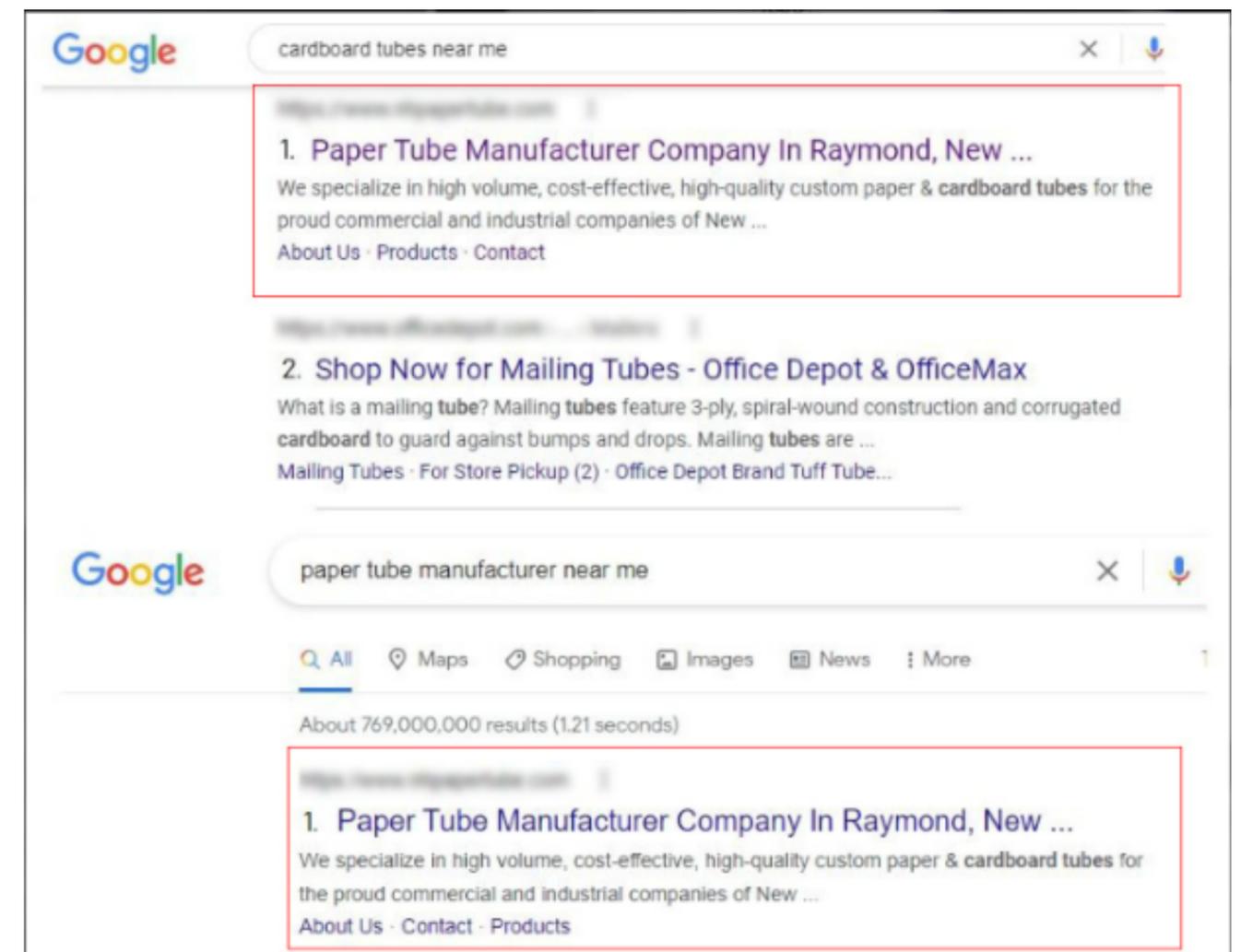
- 1** We performed in-depth market research and competitor analysis.
- 2** We set up the necessary tracking codes and made sure those codes had been implemented correctly on the client's site.
- 3** We performed keyword research to determine what keywords we would target and track for the campaign.
- 4** We performed a site audit, revealing any on-page issues that required immediate attention.
- 5** Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.



Keyword	06 Apr	Diff
1. cardboard tubes near me	1	+48
2. paper tubes	1	0
3. paper tube manufacturer near me	1	+21
4. paper tube near me	1	+11
5. spiral paper tube manufacturer	3	+35
6. textile paper tube	12	+29
7. custom paper tube company	16	+33
8. paper tube	19	+21
9. paper tube company	33	-2
10. cardboard tubes		-

Results & Keyword Rankings

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



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