

Pitschy Media LLC
www.pitschy.com

PITSCHY MEDIA (CASE STUDY)

CLEAR VIEW

SEO CASE STUDY
HOME & OFFICE WINDOW TINTING
SERVICES

PRIOR TO OUR SEO SERVICES

Our client approached us in December 2020 with some online presence and a 5+ year-old website with content, but it wasn't SEO optimized. They wanted to improve their local presence by increasing organic rankings and traffic to their website and increase leads. At the time they signed on for our SEO services, they had just two keywords ranking on the first page of major search engines: their business name. No traffic was being created for their services or local search.

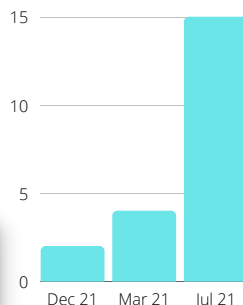


OUR SEO SOLUTION

- We identified how potential customers were searching through extensive keyword and competitive research.
- We targeted keywords ranking on page 1 for Google
- We designed & implemented a Local SEO campaign that included on-page and off-page optimization around their targeted keyword terms

6 Month SEO Project Results Jan 21 – Jul 21

Page 1 SERP Keywords



Goal Completions

350.00%

225 vs 50

Goal Value

100.00%

\$17,300.00 vs \$6.00

Goal Conversion Rate

492.65%

7.25% vs 1.22%

Our client went from 2 keyword rankings on page 1 to 15 page 1 Google rankings. Using local SEO techniques, we increased organic traffic 10% and increased leads 350%