

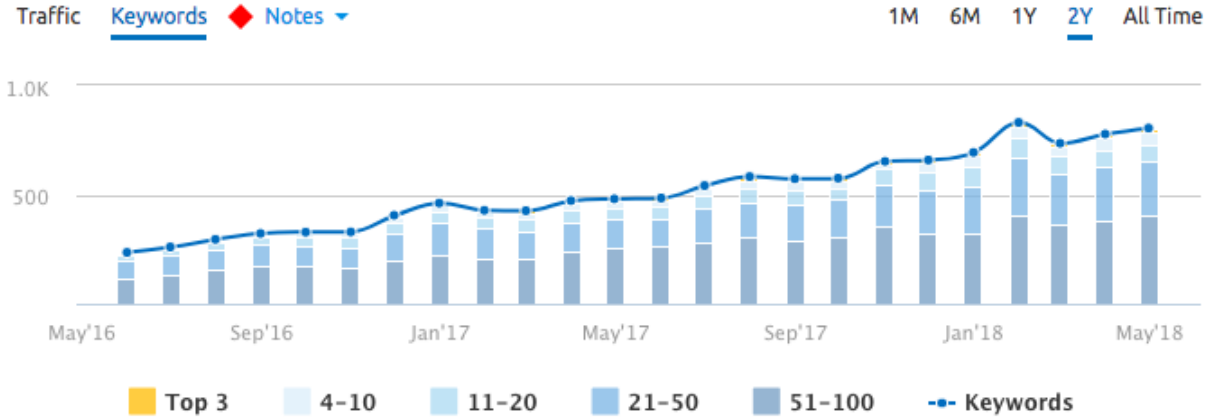


Griffis Gas

Case Study

904.Technology

Ranked Keywords:



- January 2016 was our first month actively monitoring SEO on a monthly basis.
 - 115 keywords in Jan. 2016
 - 461 keywords in Jan. 2017 (300% increase)
 - 693 keywords as of Jan. 2018 (503% increase)

Shows an increase in site visibility across an extensive list of products, services and industry key terms. Sample top ranking keywords rankings and their search volume:

Keyword	Pos. ↕	Volume ↕
propane jacksonville fl	1 (1)	50
can you cook with propane indoors	1 (1)	30
propane companies in jacksonville fl	1 (1)	20
griffis gas	1 (1)	260
propane delivery jacksonville fl	1 (1)	30
cooking with propane indoors	1 (1)	50
can you paint a propane tank	1 (1)	30
propane gas jacksonville fl	1 (1)	10
griffis gas jacksonville	1 (1)	40
jacksonville gas company	1 (1)	10

Rankings increase in tracked keywords:

Currently, we actively track 68 key terms and phrases. In our span of doing so, we've moved the average rank of those words from 16.5 to 6.4 (as of May 8, 2018). We pushed multiple words into top positions and a handful of others into the first page of results, including blog posts that are featured in Google knowledge graph answers.

Additionally, we created new content pages around gas fire pits that we've managed to rank in the top spot of two local areas in a shorter 3-month timeframe.

Traffic:

In terms of web traffic, our goal was to bring more visitors to Griffis Gas and solidify the site/company as an authoritative presence in the industry. In general traffic, we've more than doubled our unique visitors in a two-year span.



In that same timeframe, organic search traffic has increased to account for 77% of the site's total traffic with niche organic visitors having tripled since January 2016.

