

SEO and SEM Case Study

The following projects were implemented for a client who is a Melbourne-based large plumbing and electrical company with over 30 vans on the road.

SEO Project

The Opportunity: To implement key tactics to enhance the visibility of the business in organic search results. This included on-page (optimising elements of the website) and off-page (strategies to establish authority of the site, such as link building) SEO tactics.

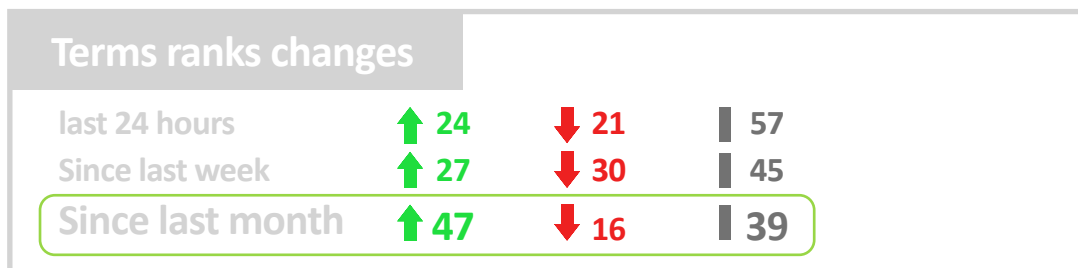
The Strategy: Target the four main focus points on the site that would have the fastest and most impactful results.

- 1) Mobile optimisation to cater the 31% of users accessing the site through mobile
- 2) As the majority of traffic was coming from Victoria, focus keywords on Victorian locations most likely to convert
- 3) The bounce rates to the site were very high at 53%, therefore, site optimisations such as backlink assessments, fix description and title errors needed to be actioned first
- 4) Optimise the site to include highly-ranked keywords for their industry

The Tasks:

- 1) Conduct a full site audit and set up accounts with Google Rank Tracking and Google Alerts
- 2) Fix and redirect 302 errors
- 3) Research highly ranked keywords and optimise the site with these search terms and add local extensions
- 4) Implement meta descriptions and H1 titles across the entire site
- 5) Conduct a back link assessment and implement internal linking recommendations and link acquisition strategies

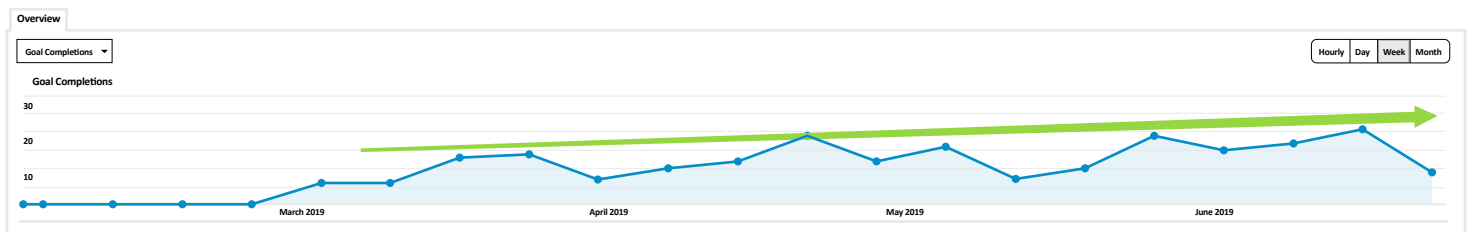
SEO Results:



As a result of TLS Marketing's efforts across a three month period, the client's organic ranking on Google moved up by 47 places from where it was prior to engaging TLS Marketing.

16.98% Increase Month on Month
May 2019 Vs June 2019

Goals have trended well over the past four months since work began on the site.



Google Adwords (SEM) Project

The Opportunity: The client required an increase in queries on both electrical and plumbing services in the Melbourne area. TLS Marketing identified Google AdWords as a key marketing solution to assist with an immediate response to this marketing problem.

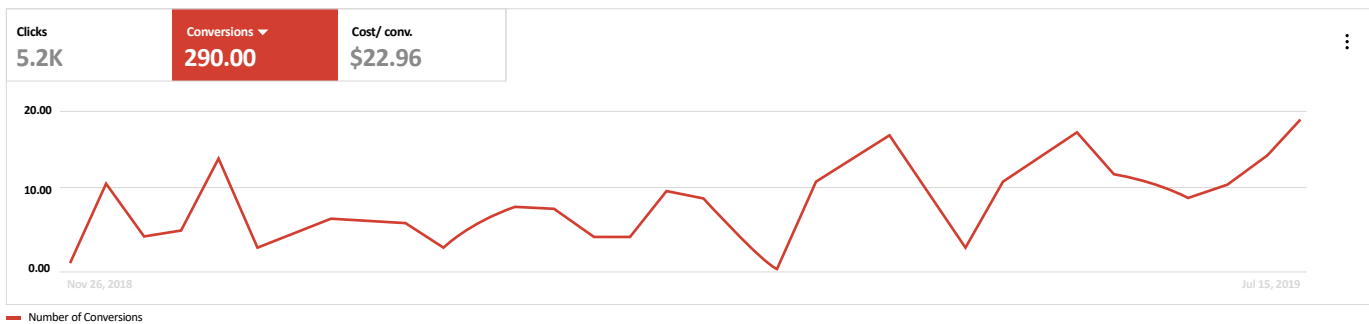
The Strategy: Set up, monitor, optimise and report on Search Engine Marketing (SEM) campaigns for key Google search phrases.

The Tasks:

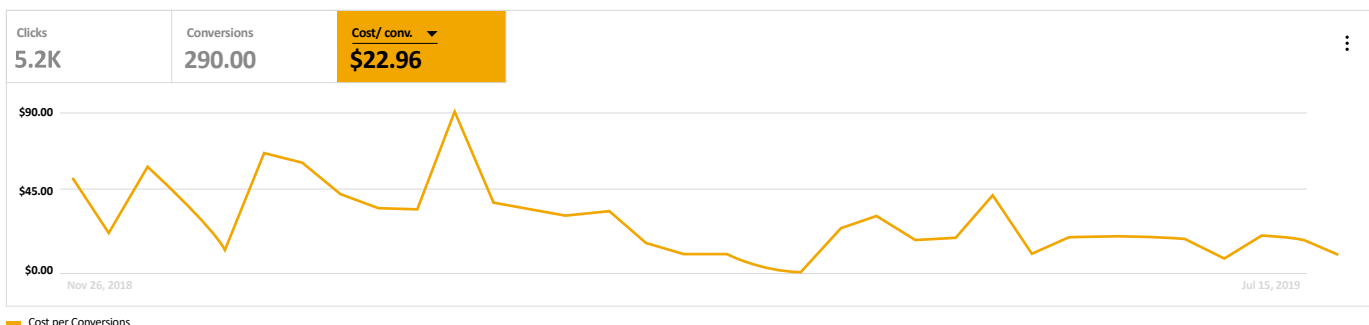
- 1) Optimise bid levels for ad groups, devices and demographics and increase bids for top performing keywords. Plus add new keywords to expand on groups
- 2) Set up re-marketing campaigns
- 3) Create new ad copy to improve click through rates
- 4) Add call extensions as well as callouts such as local and site link extensions
- 5) As calls are very important for this business create a call only campaign

Google Adwords Results:

A three-month period saw a steady increase in conversions from AdWords. As you can see from the below graph, while the business is affected by seasonality, its conversions steadily increased over a three-month period.



Furthermore, the cost per conversion dropped over the three-month period meaning that each lead costs the client less (phone call, contact, quote submission)



For more information on how TLS Marketing could help your business, contact us today.

 1300 525 678

 aimee@tlsmarketing.com.au

 [tlsmarketing.com.au](https://www.tlsmarketing.com.au)