

Explosive Growth: Local Business Boosts Traffic from 400 to 45,000 Visitors

SEO Case Study

Swimming Pool Industry



Discover the secrets to skyrocketing website traffic as we showcase a successful case study of a Midwest-based pool and spa company. Follow along as we reveal the advanced SEO techniques and strategies used by our agency to increase their monthly visitors from 400 to an impressive 45,000.

Get ready to learn the winning formula for putting a growing pool and spa retailer ahead of the competition.

Background

In June 2019, a leading Midwest-based pool and spa company approached us with a mission to enhance their online presence. Despite being a regional player with just one showroom, their website serves as an informative hub for customers across the nation. To boost sales of their extensive product line, including spas, above ground pools, saunas, endless pool fitness

systems, and inground pools, we were tasked with implementing targeted keywords and high-quality content. Our solution: enrolling the company in our comprehensive managed SEO program.

Uncovering the Path to Success: The Inaugural SEO Audit of a Pool and Spa Company

As a standard procedure, our first step with any new client is to conduct a thorough audit of their website. The same was done for the pool and spa company when they signed up for our managed service in June 2019. At that time, their website was attracting around 400 monthly visitors and had visibility for approximately 2,000 keywords. While a decent beginning, it was evident that more optimization work was necessary.

Leveraging the Low-Hanging Fruit: An Analysis of "Easy Win" Keywords

One of the ways we can start helping with a client's SEO immediately is by targeting "easy win" keywords. These are keywords for which the client already ranks between positions 4 to 30 in search engine results pages (SERPs). By creating more content and links centered around these keywords, we can boost their rankings even higher.

In this case, the pool and spa company was already ranking for over 1,200 "easy win" keywords, ranging from highly competitive keywords like "resin vs steel above ground pools" to less competitive keywords like "sauna fitness." To our delight, many of these keywords had a low keyword difficulty ranking, indicating a favorable environment for ranking in the top 10 search results.

Competitive Gap Analysis

Before implementing a tailored SEO strategy, it is essential to understand the online landscape and what our client's competitors are doing. This includes both regional and national retail websites offering similar products.

Our approach to a competitive gap analysis is to identify new opportunities through relevant keywords rather than making a direct comparison of keywords used. For example, our client shared 1,000 keywords with their largest online competitor, who ranked for an additional 3,000 unique keywords.

We combed through this extensive list to find new keywords to incorporate into our strategy. One way to do this was by creating blog posts focused on those topics and keywords.

Implementing an Effective SEO Strategy

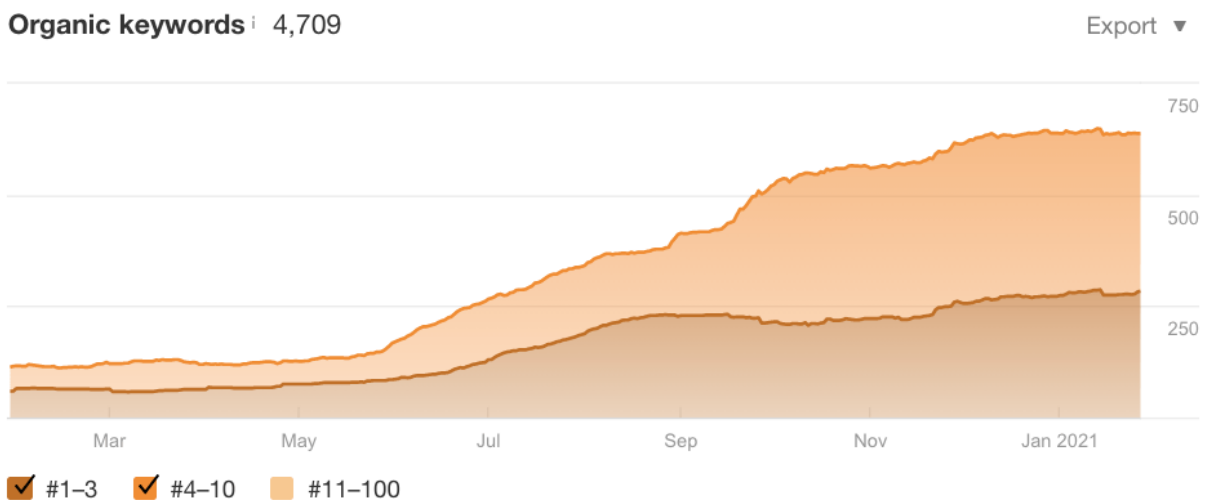
To increase the online presence of the pool and spa company, we aimed to include more high-performing organic keywords like "above ground pool" and "infrared vs traditional sauna." Despite their competitiveness, we were confident in our ability to achieve success with our efforts.

Our services included link building, guest posts, and blogs, which brought in-content links back to the client's site. Backlinks are one of the most critical factors in SEO and a higher DA (Domain Authority) scores indicate a more authoritative site.

Blogs also served as a means to provide high-quality content for their audience while ranking for new keywords. The client's most popular blog post, "Dive Into This Above Ground Pool Guide," which discussed all the options for above ground pools, generated a substantial amount of organic traffic.

Campaign Results

The pool and spa company's website traffic has gone from 400 visitors per month to 45,000 visitors per month, which is a remarkable increase. Our SEO efforts, including link building, guest posts, and blogs, were responsible for this growth. The pool and spa company's most popular blog post, "Dive Into This Above Ground Pool Guide," helped rank for new keywords and drove a significant amount of organic traffic. Additionally, the number of keywords ranked in the No. 1-3 positions grew from 230 in September to 360 today.



The results of our SEO efforts for the pool and spa company have been outstanding and we are thrilled to have contributed to their growth. Their organic traffic value has skyrocketed from \$7,000 in September 2020 to \$73,000 in 2021, showcasing the impact of our targeted keywords and high-quality content strategy. The increase in organic traffic and keyword rankings has

allowed the company to expand their reach and online presence without the need for significant paid advertising costs. We are proud of these impressive results and look forward to continuing to support their success.

Traffic value ⁱ \$72,431

Export ▼



The company's success continued as they received an overwhelming amount of calls and leads from all over the country. However, with our support, they were able to navigate this new challenge and find creative solutions.

We helped them establish partnerships with other national companies, allowing them to either sell leads or receive referral payments. Our priority is always to find ways to make things work for our clients, no matter what obstacles may arise.

Key Takeaways

The success of this pool and spa company can be attributed to several factors. Firstly, they enrolled in our managed SEO program, which gave them a dedicated campaign manager and access to all the latest digital tools, allowing us to tailor a winning SEO strategy just for them. Secondly, their patience and persistence paid off. Improving rankings, acquiring backlinks, and producing new content takes time. There's no set timeline for when the results of SEO efforts will become visible. Our approach to SEO is customized for each client, but on average we tell clients to expect a wait of three to six months. However, for some, it may take longer. The takeaway is that you need to be patient and dedicated to reap the rewards of SEO.

Interested in increasing your website's traffic? Schedule a call with one of our digital marketing experts today!