



SEARCH ENGINE OPTIMIZATION
Case Study





Our Client:

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

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)

Problem Statement:

The client had previously used an SEO company that did not generate results. The client wanted to rank high for keywords like “cardboard tubes near me”, “paper tubes near me”, and “spiral paper tube manufacturer”



STRATEGY (OVERVIEW)

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

01

STEP

—
We performed in-depth market research and competitor analysis.

02

STEP

—
We set up the necessary tracking codes and made sure those codes had been implemented correctly on the client's site.

03

STEP

—
We performed keyword research to determine what keywords we would target and track for the campaign.

04

STEP

—
We performed a site audit, revealing any on-page issues that required immediate attention.

05

STEP

—
Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

KEYWORD RANKING RESULTS:

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		-

REAL WORLD RESULTS (ON GOOGLE SERP):

The image shows two screenshots of Google search results. The top screenshot is for the search query "cardboard tubes near me". The first result is highlighted with a red box and is titled "1. Paper Tube Manufacturer Company In Raymond, New ...". The description for this result states: "We specialize in high volume, cost-effective, high-quality custom paper & cardboard tubes for the proud commercial and industrial companies of New ...". Below the description are links for "About Us", "Products", and "Contact". The second result is titled "2. Shop Now for Mailing Tubes - Office Depot & OfficeMax" and describes mailing tubes as "3-ply, spiral-wound construction and corrugated cardboard to guard against bumps and drops".

The bottom screenshot is for the search query "paper tube manufacturer near me". It shows the same first result highlighted with a red box, titled "1. Paper Tube Manufacturer Company In Raymond, New ...". The description is: "We specialize in high volume, cost-effective, high-quality custom paper & cardboard tubes for the proud commercial and industrial companies of New ...". Below the description are links for "About Us", "Contact", and "Products".

Navigation options for the second search include "All", "Maps", "Shopping", "Images", "News", and "More". The search results for the second query show "About 769,000,000 results (1.21 seconds)".

Solution

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

Final Outcome

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.