

INDUSTRY

Retail

SOLUTION

Growth Services

PRODUCTS

Search Engine Optimization

CLIENT STORY

A leader in physical storage updates its virtual presence to climb the Google search results ladder.

Uncle Bob's Goes Organic with Website Search Engine Optimization

Uncle Bob's Self Storage serves over 250,000 customers in 25 states. With a growing national footprint, it has come to count on Internet marketing as critical to attract potential customers. Search is the primary way customers find self-storage services online.

The company launched a new version of the website, but that didn't move the needle enough for local search relevance. "We were way behind our competition in this area, so immediately after site launch," says Chris Laczi, advertising director of Uncle Bob's Self Storage. "Our SEO results needed tremendous improvement. We knew this was an opportunity we could not dismiss, that would lead to increased revenue from online customers and generate clients for Uncle Bob's." After trying some other vendors, the company came to us.

After conducting market segmentation research, we validated that the search engine's natural traffic could provide a valuable lead source for Uncle Bob's. For example: Using competitive intelligence tools, we determined that 91 percent of the traffic produced for the keyword phrase "self storage" originated from organic rankings, compared to 9 percent for paid search.

In just one-month's time, our team partnered with Uncle Bob's marketing team to guide and implement a number of initiatives. They included site architecture review, analysis, and optimization, rewriting URLs, optimizing navigation and pages, internal linking, eliminating duplicate content, and improving keyword to code ratio by eliminating unnecessary scripts.

In less than five hours after the search engine optimization went live, Google spidered all of Uncle Bob's city pages along with its homepage. As a result, Uncle Bob's listing now appears on the first page for approximately 70 percent of all relevant keyword phrase searches. It appears on the second page for another 15 percent of organic search results. And, while the remaining 15 percent are ranked below the second page, they are increasing steadily in results.

"The team has a real understanding of the search engines and quickly found the gaps and flaws keeping Uncle Bob's out of top results," Laczi says.

RESULTS

70% of all

relevant keyword phrases rank on the first page of Google organic search results.

15% of all

relevant keyword phrases rank on the second page of Google organic search results.