



Electrician | Case Study

Goal

Enhance Keyword Performance

Increase Engagement and Visibility

20-40% increase in conversions/goal completions

Action Plan

1. Extensive keyword research to find relevant keywords including competitive analysis
2. Optimize GMB profile from top to bottom
3. Built relevant niche and local citations
4. Optimized onsite for location signals
5. Post weekly on their GMB profile to increase additional signals
6. Evaluate the site's content silo for content strategy
7. Create and publish monthly blogs as supplementary content for target keywords

Google Analytics

User Acquisition

Date Range: December 2023–July 2024

Here are the user acquisition metrics for the client's website. **As seen, organic search is the channel that brings the highest number of new users to the website. Out of 711 new users, organic search contributed 45.29% of the total new users. 44.02% of new users' engaged sessions also came from organic search.**

First user prim...Channel Group) ▾ +	↓	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Key events All events ▾
		711 100% of total	552 100% of total	61.27% Avg 0%	0.78 Avg 0%	48s Avg 0%	10,063 100% of total	69.00 100% of total
Organic Search		322	243	61.36%	0.75	33s	3,412	39.00
Direct		218	183	59.61%	0.84	1m 23s	4,355	19.00
Referral		95	61	53.51%	0.65	24s	661	3.00
Organic Social		58	51	77.27%	0.88	46s	1,410	5.00
Paid Social		15	12	80%	0.80	26s	215	3.00
Organic Video		3	1	33.33%	0.33	4s	10	0.00

COMPARISON

Date Range: December 2023–March 2024 vs. April 2024–July 2024

If we compare how our strategy improved, we can see an improvement in user acquisition metrics. Below is a comparison of the first half of the campaign vs. the second half of the campaign (December 2023–March 2024 vs. April 2024–July 2024). As seen, new users from organic search increased by 485.11%, and new users' engaged sessions from organic search increased by 218.97%.

st user prim...Channel Group)	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Key events All events
SHOW ALL ROWS	487 vs. 224 ↑ 117.41%	351 vs. 200 ↑ 75.5%	62.01% vs. 59.88% ↑ 3.56%	0.72 vs. 0.90 ↓ -20.13%	52s vs. 39.43 ↑ 33.36%	8,369 vs. 1,694 ↑ 394.04%	56.00 vs. 13.00 ↑ 330.77%
Organic Search							
Period 1 - Jul 31, 2024	275	185	59.87%	0.67	31s	3,030	35.00
Period 2 - Dec 1, 2023 - Mar 31, 2024	47	58	67.44%	1.23	50s	382	4.00
Change	485.11%	218.97%	-11.23%	-45.68%	-38.04%	693.19%	775%

Traffic Acquisition

Date Range: December 2023–July 2024

Here are the traffic acquisition metrics for the client's website. Similar to the user acquisition metrics, organic search is the channel that brings the highest number of users and sessions to the website. Out of 711 users and 901 sessions, organic search contributed 46.13% of the total users and 46.84% of the total sessions. Additionally, organic search also contributed to 47.10% of engaged sessions. 43.09% of the total events and 53.62% of the total key events also came from organic search.

Session primary...Channel Group)	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Key events All events
	711 100% of total	901 100% of total	552 100% of total	38s Avg 0%	0.78 Avg 0%	11.17 Avg 0%	61.27% Avg 0%	10,063 100% of total	69.00 100% of total
Organic Search	328	422	260	35s	0.79	10.27	61.61%	4,334	37.00
Direct	219	271	159	47s	0.73	12.35	58.67%	3,348	19.00
Referral	96	120	67	26s	0.70	6.06	55.83%	727	3.00
Organic Social	59	67	52	41s	0.88	21.19	77.61%	1,420	5.00
Paid Social	15	15	12	26s	0.80	14.33	80%	215	3.00
Unassigned	4	4	0	15s	0.00	2.25	0%	9	2.00
Organic Video	3	3	1	4s	0.33	3.33	33.33%	10	0.00

COMPARISON

Date Range: December 2023–March 2024 vs. April 2024–July 2024

If we compare how our strategy improved, we can see an improvement in traffic acquisition metrics. Below is a comparison of the first half of the campaign versus the second half of the campaign (December 2023–March 2024 vs. April 2024–July 2024). As seen, users from organic search increased by 447.06%, sessions from organic search increased by 252.69%, and engaged sessions from organic search increased by 226.23%. Additionally, event counts improved by 851.94% and key events improved by 725%.

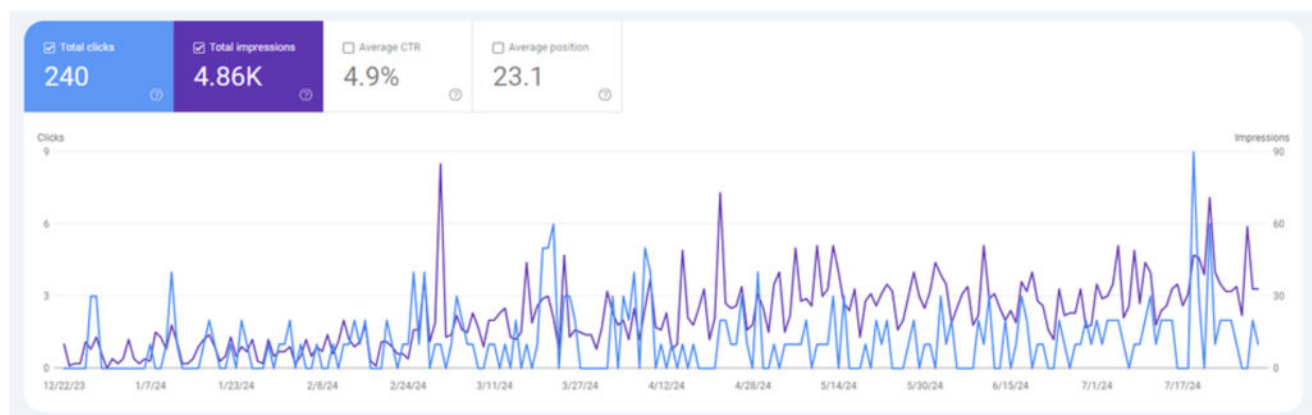
Session primary...Channel Group) ▾ +	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾	Key events All events ▾
SHOW ALL ROWS	490 vs. 223 ↑ 119.73%	566 vs. 334 ↑ 69.46%	351 vs. 200 ↑ 75.5%	45s vs. 26.33 ↑ 72.92%	0.72 vs. 0.90 ↓ -20.13%	14.79 vs. 5.07 ↑ 191.53%	62.01% vs. 59.88% ↑ 3.56%	8,369 vs. 1,694 ↑ 394.04%	56.00 vs. 13.00 ↑ 330.77%
Organic Search									
Apr 1 - Jul 31, 2024	279	328	199	38s	0.71	11.96	60.67%	3,922	33.00
Dec 1, 2023 - Mar 31, 2024	51	93	61	26s	1.20	4.43	65.59%	412	4.00
% change	447.06%	252.69%	226.23%	43.64%	-40.37%	169.91%	-7.5%	851.94%	725%

Google Search Console

Clicks, Impressions, CTR and Position

Date Range: December 2023–July 2024

Here are the Google Search Console metrics for the client's website. In December 2023–July 2024, the website recorded 240 total clicks, 4.86K total impressions, 4.9% average click-through rates and 23.1 average positions.



COMPARISON

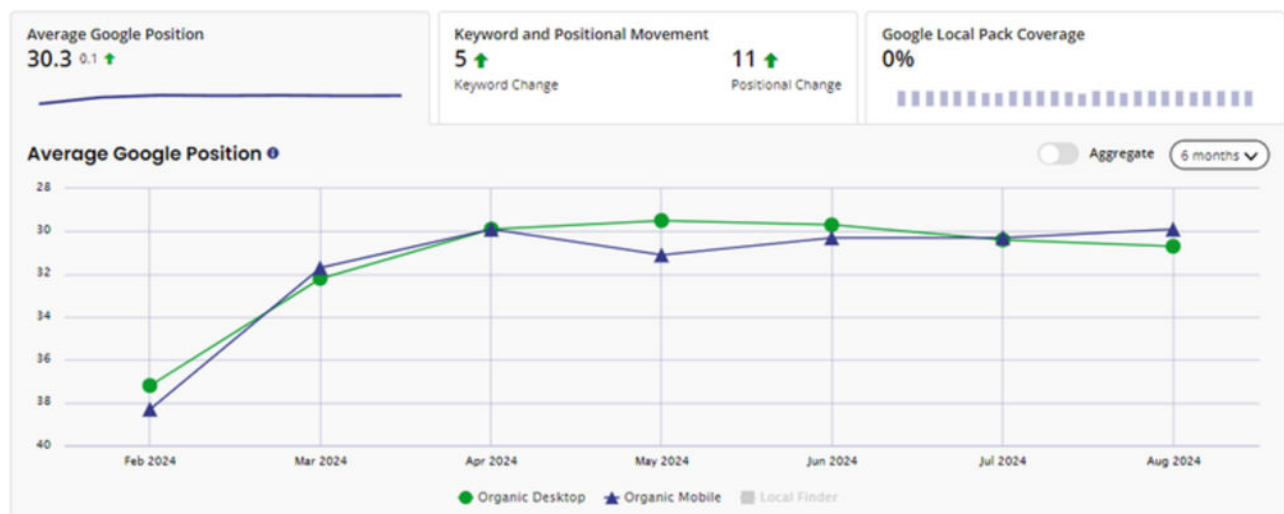
Date Range: December 2023–March 2024 vs. April 2024–July 2024

If we compare how our strategy improved, we can see an improvement in the metrics measured in the Google Search Console. Below is a comparison of the first half of the campaign versus the second half of the campaign (December 2023–March 2024 vs. April 2024–July 2024). As seen, total clicks on the website increased by 63.73% from 91 to 149. Impressions of the website also increased by 185.71%, from 1.26K to 3.6K total impressions.



Keywords




Here is the average Google position from December 2023–July 2024. We have seen an increase in March.



Organic Desktop Results (Tracked Keywords)

Here are some recent improvements to the keywords we track. For organic desktop, we saw an increase in the following keywords:

- fan installation oahu increased by 5 positions on organic desktop
- house fan installation oahu increased by 4 positions on organic desktop
- light fixture installer oahu increased by 1 position on organic desktop
- electrical service upgrades oahu increased by 1 position on organic desktop
- electrical service upgrade oahu increased by 1 position on organic desktop
- ceiling fan installation oahu increased by 1 position on organic desktop

Keyword	Rank	Change	SERP Feat.	URL	Actions
fan installation oahu	6	5 ↑	 	https://g2ele...	 
house fan installation oahu	7	4 ↑	 	https://g2ele...	 
light fixture installer oahu	4	1 ↑	 	https://g2ele...	 
electrical service upgrades oahu	5	1 ↑	 	https://g2ele...	 
electrical service upgrade oahu	7	1 ↑	 	https://g2ele...	 
ceiling fan installation oahu	8	1 ↑	 	https://g2ele...	 

Organic Mobile Results (Tracked Keywords)

Here are some recent improvements to the keywords we track. For organic mobile, we saw an increase in the following keywords:

- fan installation oahu increased by 6 positions on organic mobile
- house fan installation oahu increased by 3 positions on organic mobile
- electrical service upgrades oahu increased by 2 positions on organic mobile
- light fixture installer oahu increased by 1 position on organic mobile
- light fixture installation oahu increased by 1 position on organic mobile
- electrical panel replacement oahu increased by 1 position on organic mobile
- electrical service upgrade oahu increased by 1 position on organic mobile
- ceiling fan installation oahu increased by 1 position on organic mobile

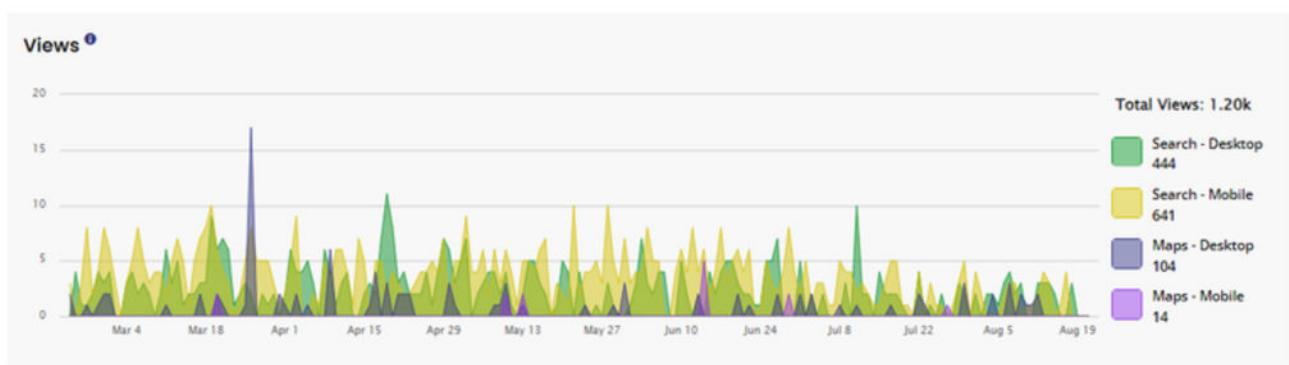
Keyword	Rank	Change	SERP Feat.	URL	Actions
fan installation oahu	5	6 ↑		https://g2ele...	
house fan installation oahu	7	3 ↑		https://g2ele...	
electrical service upgrades oahu	4	2 ↑		https://g2ele...	
light fixture installer oahu	4	1 ↑		https://g2ele...	
light fixture installation oahu	6	1 ↑		https://g2ele...	
electrical panel replacement oahu	7	1 ↑		https://g2ele...	
electrical service upgrade oahu	7	1 ↑		https://g2ele...	
ceiling fan installation oahu	8	1 ↑		https://g2ele...	

Google Business Profile

Search and Map Views

Date Range: March 2024–August 2024

Here are the metrics for the client's Google Business Profile listing. In March 2024–August 2024, the listing had 1.20K total views. Out of these total views, 444 came from desktop search view results, 641 came from mobile search view results, 104 came from desktop map view results, and 14K came from mobile map view results.



Additionally, the listing had 158 total business profile interactions. There were 124 total website clicks and 34 calls.

