

**Zero One Infinity**  
Digital Marketing Solutions



# SEARCH ENGINE OPTIMIZATION Case Study

[www.zerooneinfinitymakers.com](http://www.zerooneinfinitymakers.com)



## **Our Client:**

This customer provides art services in Houston, Texas, offering storage, crating, and installation of fine arts.

## **Goal:**

Drive more people to the website by ranking higher for keywords, doing so would increase potential prospects needing art services.

## **Project Duration:**

14 Months (Ongoing)

## **Problem Statement:**

The client is in a competitive niche and was looking to rank for competitive keywords. The client wanted to rank high for keywords like “art crating houston”, “art services houston”, and “art storage houston”.



# STRATEGY (OVERVIEW)

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

01

STEP

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We performed in-depth market research and competitor analysis.

02

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

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

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

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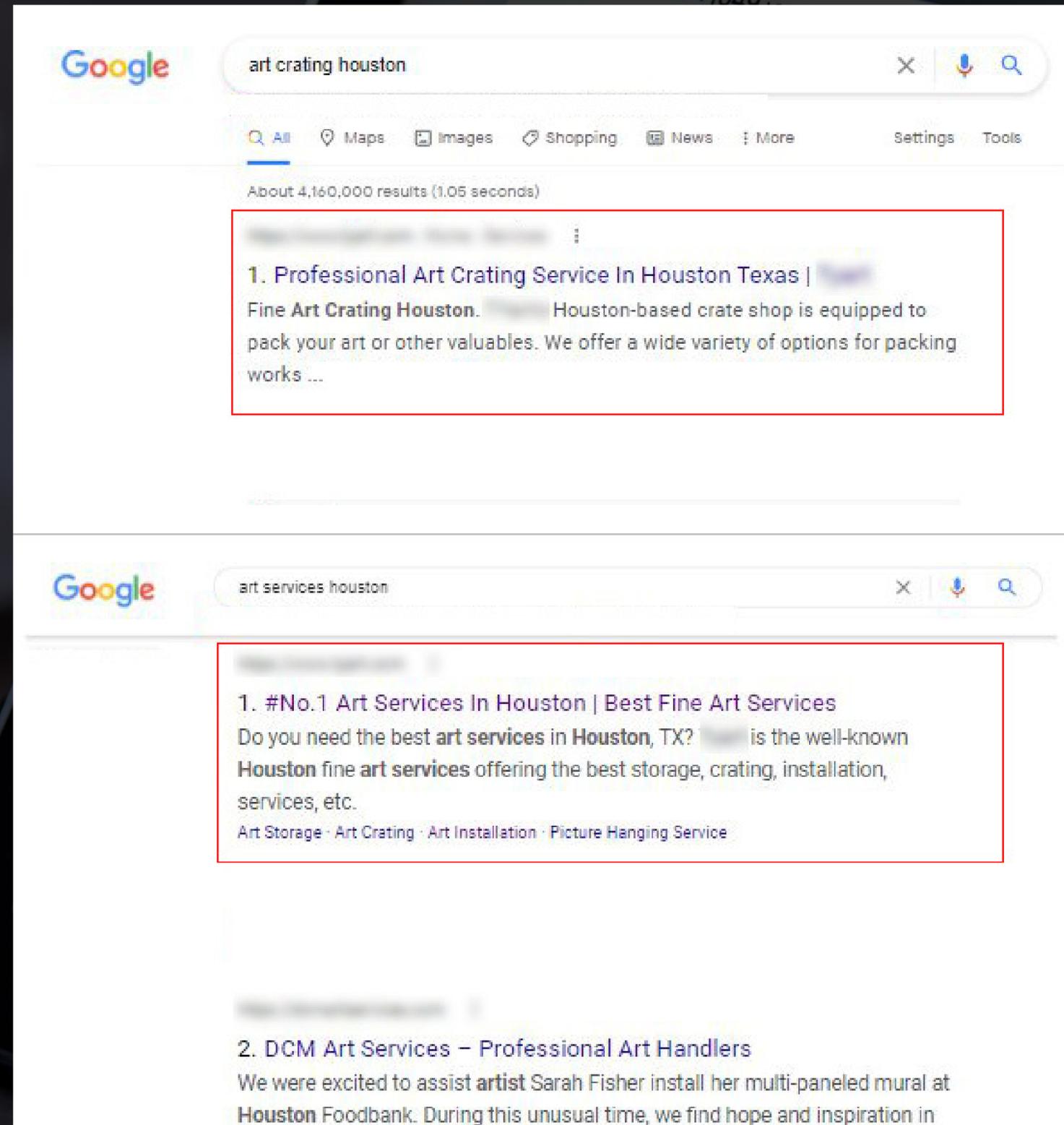
STEP

—  
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.art crating in houston	1	+3
2.art services houston	1	+4
3.art storage houston	1	+1
4.houston fine art services	1	+1
5.picture hanging services houston	1	+85
6.picture hanging services houston tx	1	+97
7.professional picture hanging services houston	1	+99
8.art shipping houston	3	+1
9.fine art shipping houston	5	+1
10.art installation houston	6	+28

# REAL WORLD RESULTS (ON GOOGLE SERP):



## **Solution**

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

## **Final Outcome**

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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.



## **Our Client:**

This client is a Mexican restaurant in Honolulu, Hawaii, serving traditional Mexican food in the Waikiki area.

## **Goal:**

Drive more people to the website by ranking higher for keywords, doing so would drive more people to the client's restaurant and drive sales.

## **Project Duration:**

2 Years (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 “mexican food waikiki”, “mexican restaurant waikiki”, and “tacos waikiki”.



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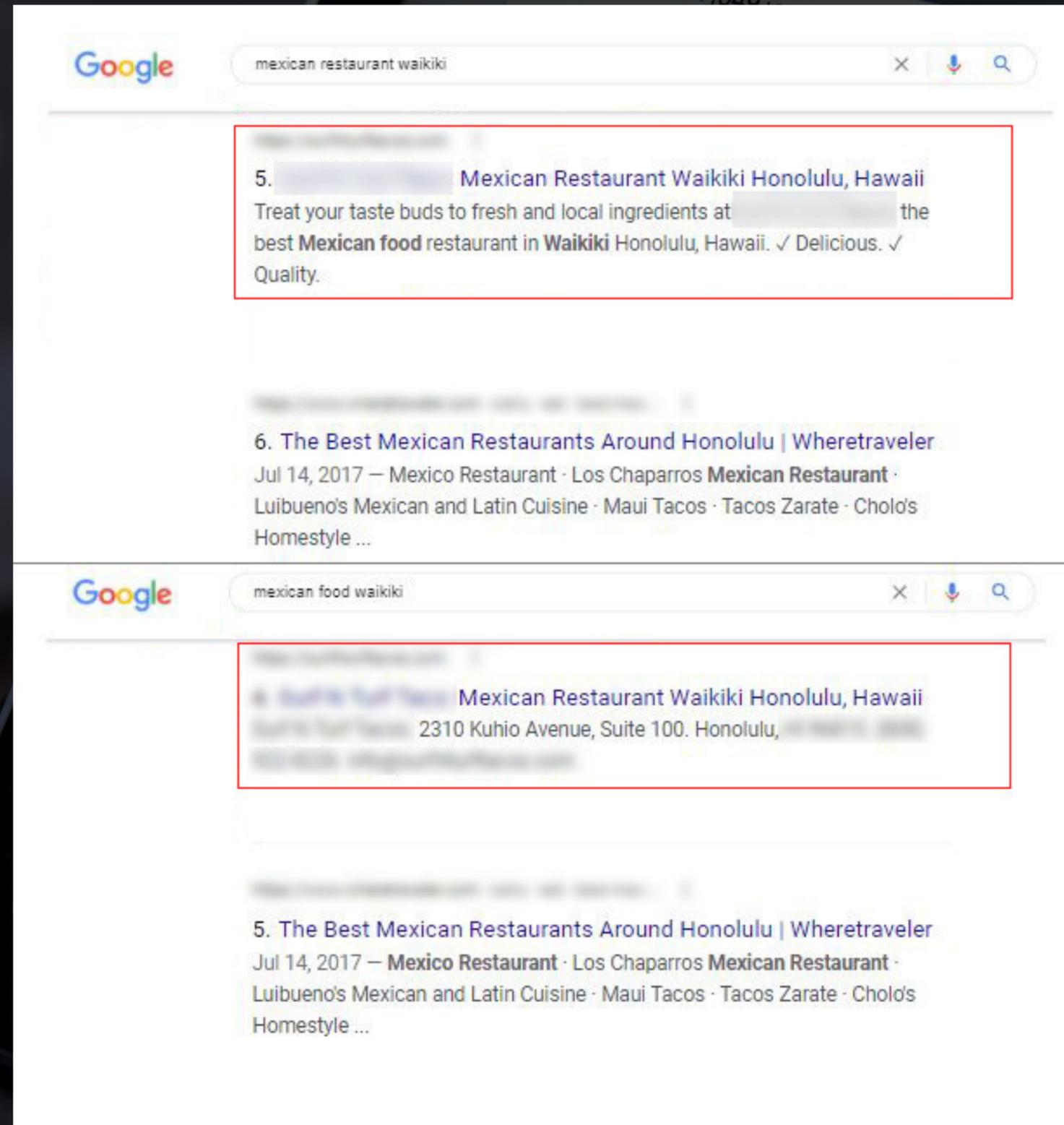
STEP

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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.(company branded keyword)	1	+1
2.tacos in waikiki	1	+3
3.tacos waikiki	1	+3
4.best tacos waikiki	3	+2
5.tacos honolulu hi	3	+4
6.mexican food waikiki	4	+4
7.honolulu tacos	5	0
8.mexican restaurant waikiki	5	+2
9.tacos in honolulu	7	+2
10.mexican food honolulu	12	+9

# REAL WORLD RESULTS (ON GOOGLE SERP):



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## **Our Client:**

This company is a trailer dealer in Jonesboro, Arkansas. They sell equipment trailers, flatbed trailers, utility trailers, and more!

## **Goal:**

Drive more people to the website by ranking higher for keywords, doing so would increase their potential prospects so they can sell more trailers.

## **Project Duration:**

22 Months (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 “utility trailers arkansas”, “trailer sales arkansas”, and “trailer arkansas”.



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# KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1.jonesboro trailer sales	1	0
2.jonesboro trailers	1	+2
3.trailer sales jonesboro ar	1	0
4.trailers jonesboro ar	1	0
5.truckbed arkansas	1	+1
6.utility trailer jonesboro	1	0
7.utility trailers for sale jonesboro ar	1	+2
8.cm wd truck bed	2	+2
9.utility trailers arkansas	2	+11
10.car trailer arkansas	4	+9

<b>Keyword</b>	<b>06 Apr</b>	<b>Diff</b>
11. trailer sales arkansas	4	+12
12. trailer arkansas	4	+10
13. arkansas utility trailer sale	5	+12
14. aluminum trailers arkansas	6	+1
15. arkansas trailers	6	+11
16. enclosed trailers memphis	6	+5
17. enclosed trailers arkansas	9	+5
18. big tex enclosed trailers for sale	19	+9
19. trailer repairs arkansas	24	+6
20. utility trailer for sale	29	+71

# REAL WORLD RESULTS (ON GOOGLE SERP):

The image displays two screenshots of Google search results. The top screenshot is for the search query "utility trailers arkansas". The second result is highlighted with a red box. The bottom screenshot is for the search query "trailer arkansas". The fourth result is highlighted with a red box.

**Search 1: utility trailers arkansas**

2. Trailers For Sale | Trailers | Your Jonesboro AR ...  
Your journey of search ends here if you are seeking **trailers** for sale!  
Trailers deals in **utility**, dump, cargo, etc. **trailers** in Jonesboro, AR US. ...  
Trailers serves Jonesboro, **Arkansas**, and surrounding communities ...  
Utility Trailers · All Inventory · Cargo Trailers · Trailers For Sale

3. Home | Haul Supply | Arkansas | Trailer Dealer for Dump ...  
Haul Supply is home to a huge selection of **utility**, dump, flatbed and enclosed **trailers** for sale in **Arkansas**! Come check out our selection of **trailers** for sale in AR ...  
Utility Trailers · Enclosed Cargo Trailers · Dump Trailers · Equipment Trailers

**Search 2: trailer arkansas**

4. Trailers For Sale | Trailers | Your Jonesboro AR ...  
Your journey of search ends here if you are seeking **trailers** for sale!  
Trailers deals in **utility**, dump, cargo, etc. **trailers** in Jonesboro, AR US. ...  
Trailers serves Jonesboro, **Arkansas**, and surrounding communities ...

5. Trailers For Sale In Arkansas - Bryant | TrailersPlus.com  
Looking for **trailers** for sale in Little Rock, **Arkansas**? TrailersPlus stores offer the widest selection of cargo, utility, equipment, and dump **trailers** in the industry. Our ...

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## **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”



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## 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 links in the bottom screenshot include "All", "Maps", "Shopping", "Images", "News", and "More". The search results indicate "About 769,000,000 results (1.21 seconds)".

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## **Final Outcome**

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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.



## **Our Client:**

This company is a landscaping company in the South Florida area, providing tree trimming and lawn care services.

## **Goal:**

Drive more people to the website by ranking higher for keywords, doing so would increase the amount of phone calls the client will receive for landscaping services.

## **Project Duration:**

4.5 Years (Ongoing)

## **Problem Statement:**

The client is in a competitive niche and was looking to rank for competitive keywords. The client wanted to rank high for keywords like “tree removal south florida”, “parklawn tree services”, and “tree trimming and landscaping services”.



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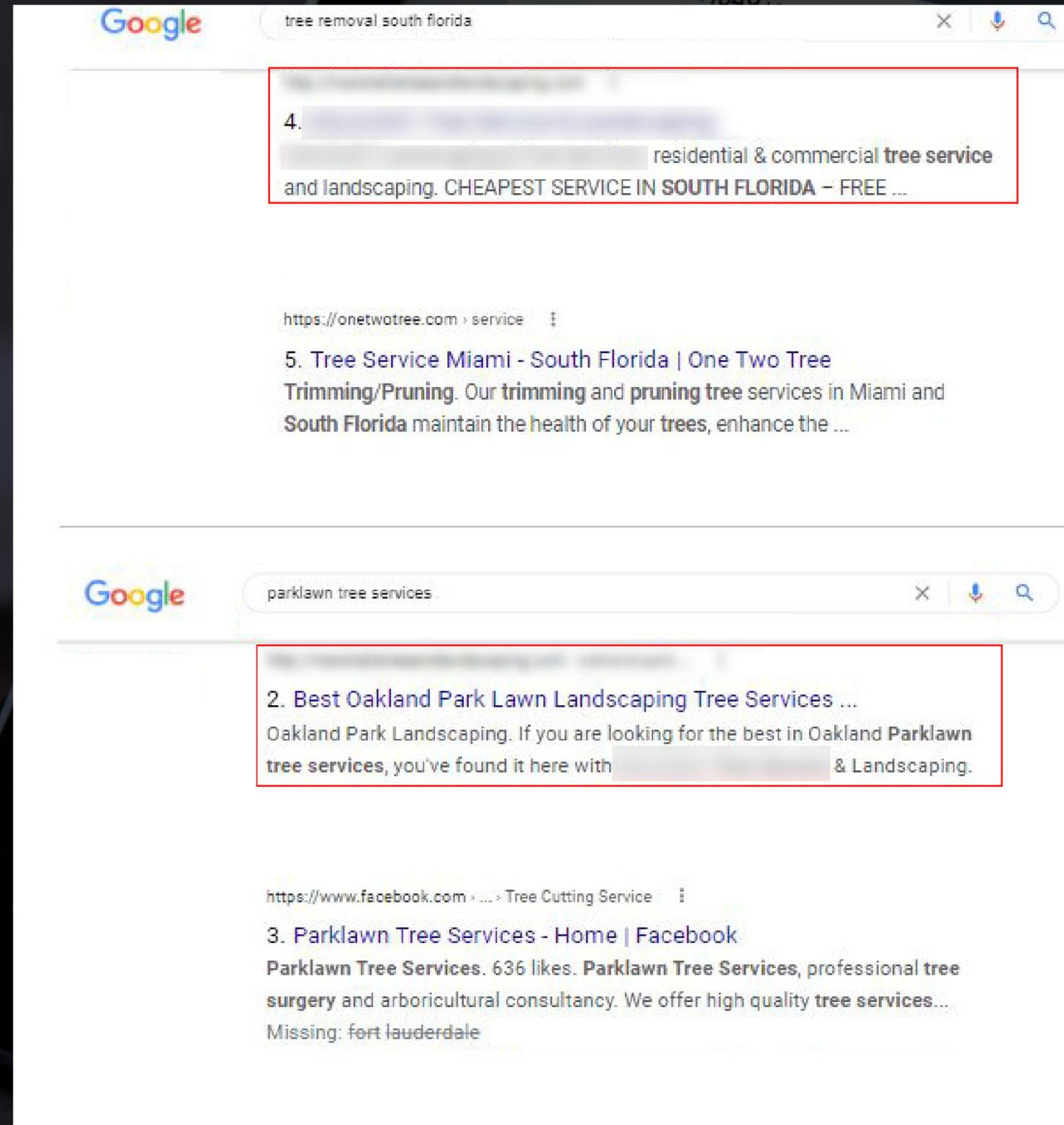
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# KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1.residential landscaping and tree care in miami	2	+2
2.tree trimming and landscaping services	2	+2
3. landscaping	3	+31
4.parklawn tree services	3	+4
5.tree removal south florida	4	+7
6.landscaping services miami beach	5	0
7.miami beach landscape maintenance	5	0
8.landscaping miami beach	7	0
9.miami beach landscaping	10	+7
10.tree service davie fl	16	+2

# REAL WORLD RESULTS (ON GOOGLE SERP):



## **Solution**

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

## **Final Outcome**

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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.



## **Our Client:**

This company is a warehousing and transportation company in the Union New Jersey area.

## **Goal:**

Drive more people to the website by ranking higher for keywords, doing so would increase the amount of leads the client would receive in the transportations and warehousing niche.

## **Project Duration:**

10 Months

## **Problem Statement:**

The client is in a competitive niche and was looking to rank for competitive keywords. The client wanted to rank high for keywords like “warehouse logistics in union nj”, “trucking in union nj”, and “freight quotes in union nj”.



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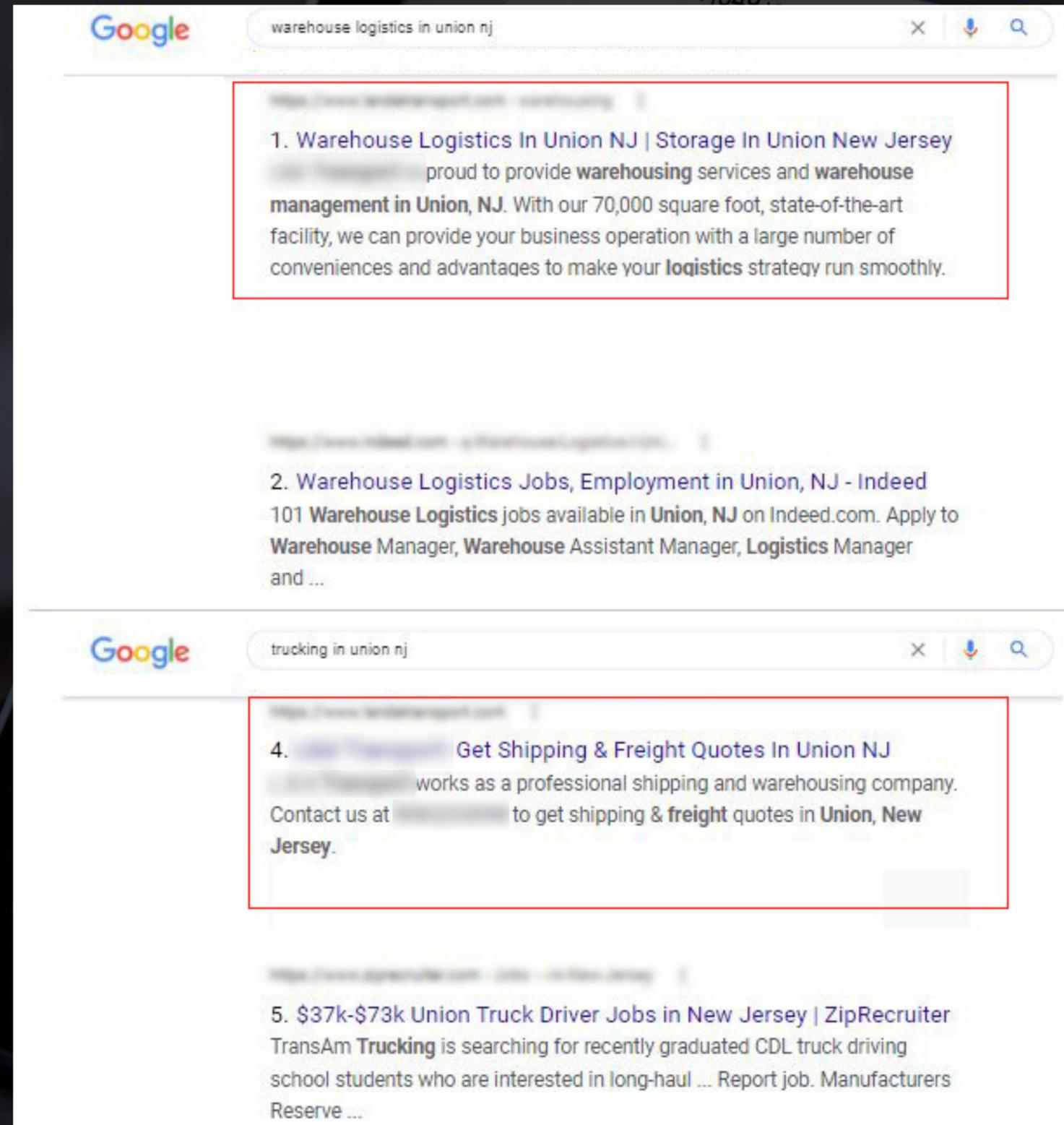
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# KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1. transport in union nj	1	0
2. ltl quotes in union nj	1	0
3. export logistics in union nj	1	0
4. import logistics in union nj	1	+7
5. shipping quotes in union nj	2	+4
6. freights quotes in union nj	2	+2
7. trucking in union nj	2	new
8. warehouse logistics in union nj	3	new
9. warehouse in union nj	7	new
10. storage in union nj	29	new

# REAL WORLD RESULTS (ON GOOGLE SERP):



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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.



## **Our Client:**

This company is a medical practice that provides DOT physicals by DOT certified medical examiners. They also provide certifications for individuals looking to get into the industry.

## **Goal:**

Drive more people to the website by ranking higher for keywords. Doing so would drive more people to the clinic for physicals and drive those looking to get certified.

## **Project Duration:**

10 Months (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 “respirator fit test near me”, “dot physicals albany ny”, and “acls certification albany ny”.



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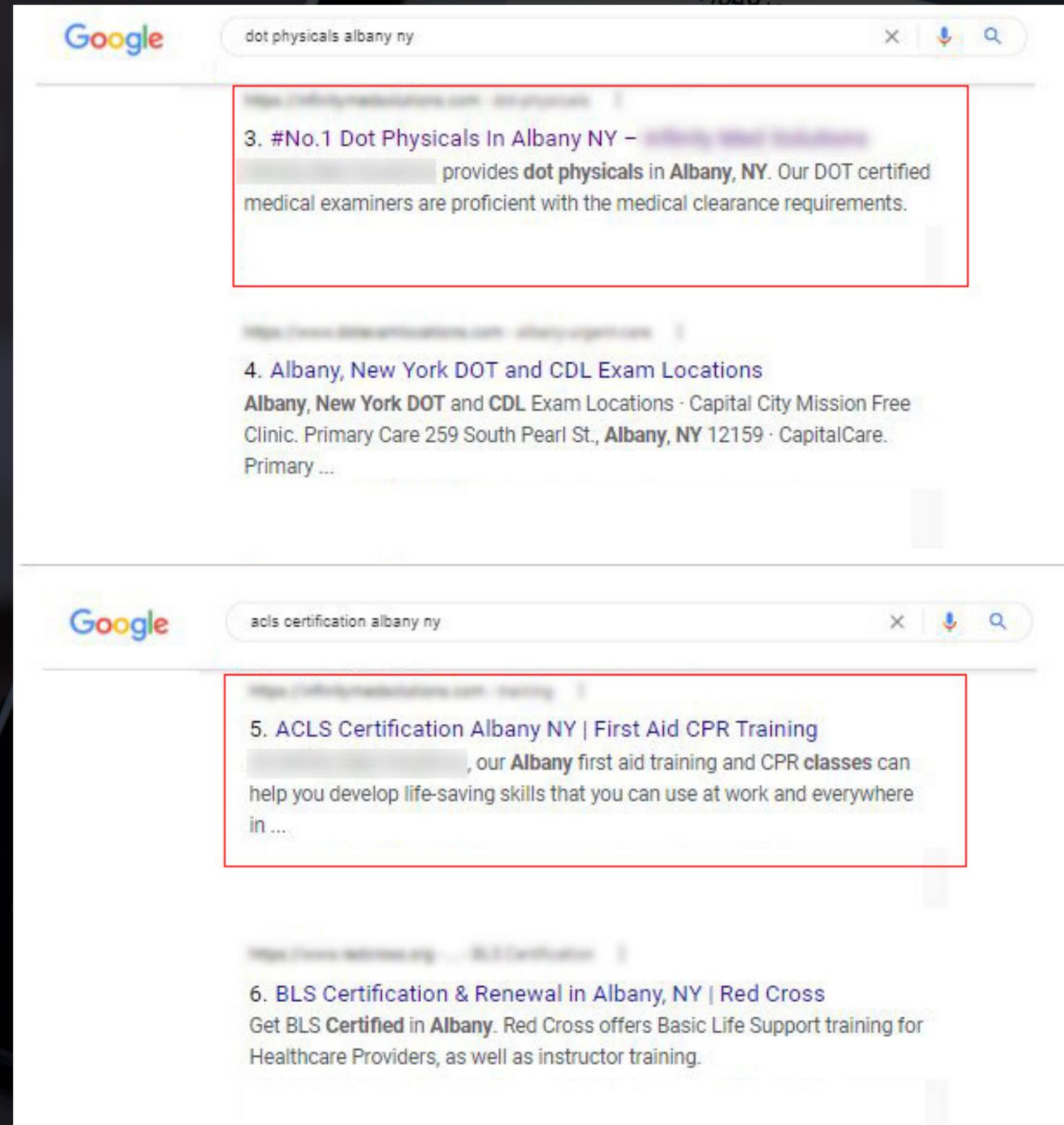
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# KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1.respirator fit test albany ny	1	0
2.respirator fit test near me	1	0
3.drug test albany ny	2	+1
4.dot physicals albany ny	3	+11
5.acls certification albany ny	5	+33
6.albany ny firefighter exam	6	+2
7.albany first aid training	7	+1
8.first aid cpr training albany ny	7	0
9.cpr classes albany ny	8	0
10.life guard classes albany ny	15	+24

# REAL WORLD RESULTS (ON GOOGLE SERP):



## **Solution**

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

## **Final Outcome**

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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.



## **Our Client:**

This company provides aqua event venues in the Orlando, Florida, area. They provide an aqua floating resort experience and water entertainment.

## **Goal:**

Drive more people to the website by ranking higher for keywords. Doing so would increase phone calls for the company and form submissions on the website.

## **Project Duration:**

8 Months (Ongoing)

## **Problem Statement:**

The client is in a competitive niche and was looking to rank for competitive keywords. The client wanted to rank high for keywords like “aqua event venue Orlando,” “aqua floating resort,” and “inflatable park family resort.”



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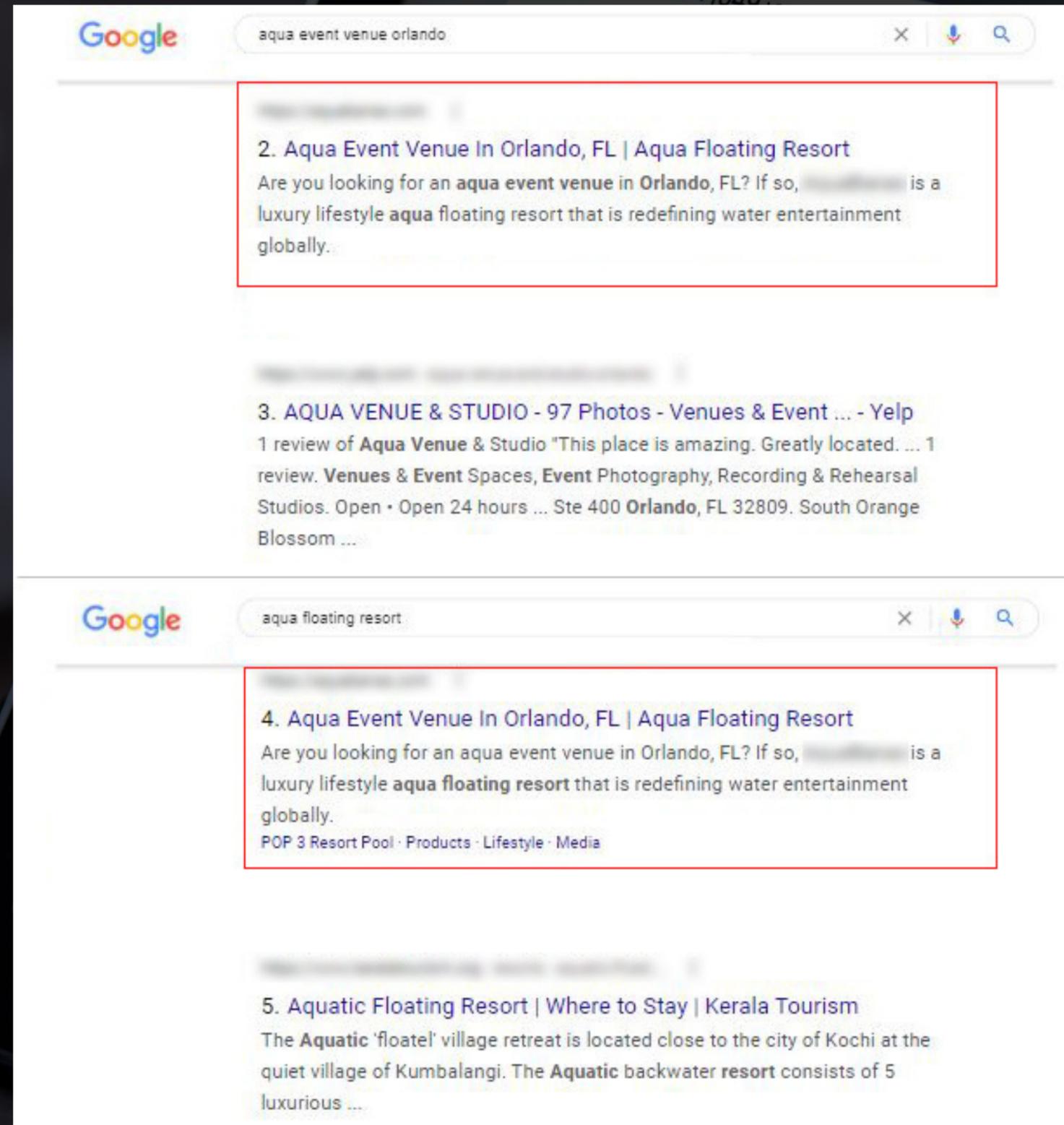
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Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

## KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1. aqua event orlando	1	+46
2. aqua floating resort	1	+90
3. inflatable park family resort	4	+96
4. inflatable sport boat yacht dock	5	+95
5. resort with inflatable water park	7	+93
6. inflatabe yacht water slide	9	+91
7. lagoon inflatable pool	14	+86
8. custom inflatable pool floats	19	+75
9. custom inflatable boat	27	+73
10. resort style pool floats	29	+71

# REAL WORLD RESULTS (ON GOOGLE SERP):



## **Solution**

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

## **Final Outcome**

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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.



## **Our Client:**

This client is a gym in the Sherman Oaks, California area.

## **Goal:**

Drive more people to the website by ranking higher for keywords, which would drive people to come to the gym, potentially becoming members.

## **Project Duration:**

14 Months

## **Problem Statement:**

The client had previously used an SEO company that did not generate results. The client wanted to rank high for keywords like “gyms in sherman oaks”, “fitness gym sherman oaks”, and “sherman oaks gym”.



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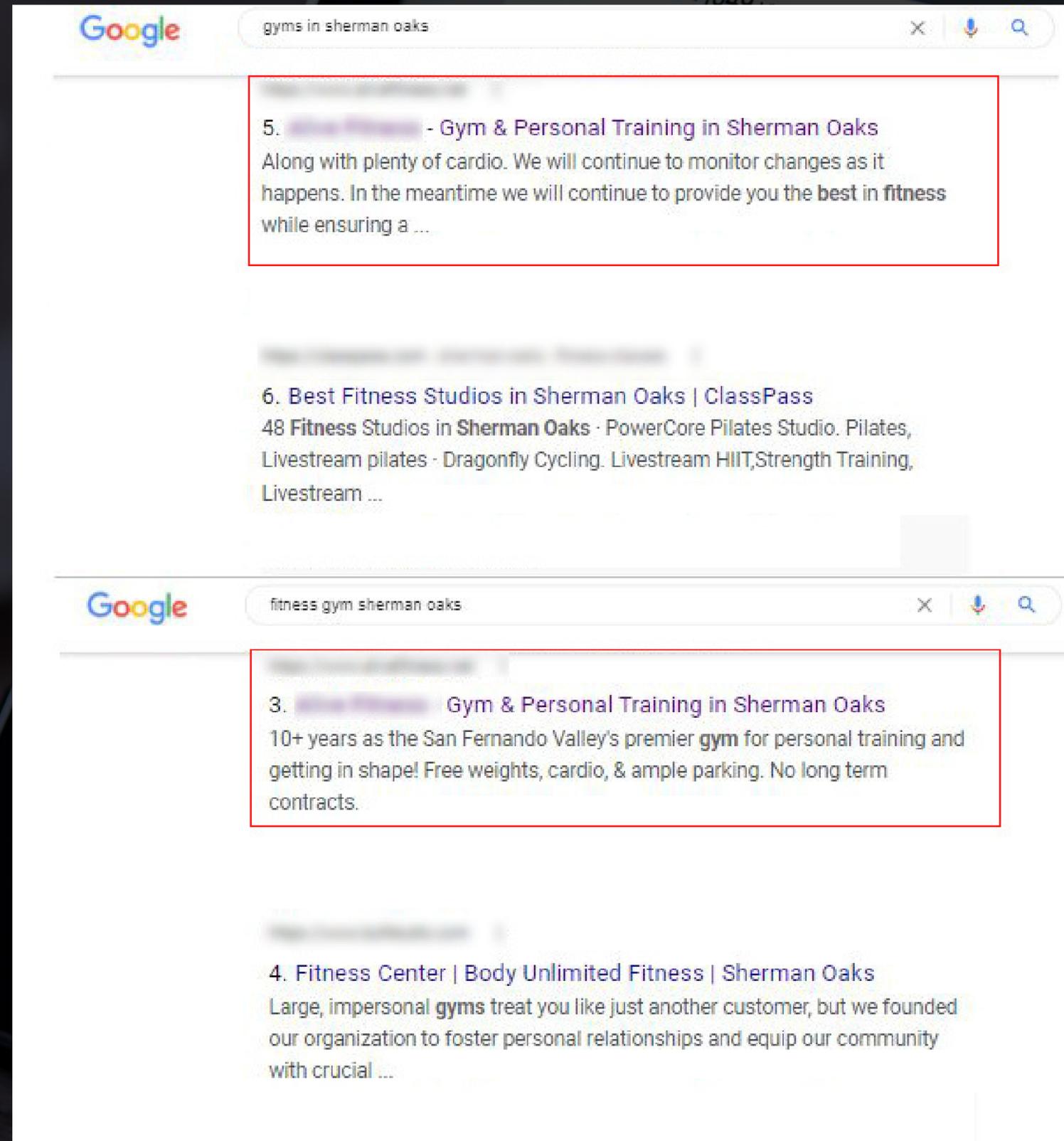
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Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

# KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1.best gyms in sherman oaks	5	+3
2.gyms in sherman oaks	5	+4
3.fitness gyms in sherman oaks	3	+6
4. gym in sherman oaks	3	+12
5.sherman oaks gym	5	+12
6.gym sherman oaks	9	+10
7.sherman oaks gym	3	+9
8.gyms sherman oaks	3	+6
9.personal training sherman oaks	5	+21
10.personal trainer sherman oaks	29	+11

# REAL WORLD RESULTS (ON GOOGLE SERP):



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## **Final Outcome**

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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.



## **Our Client:**

This company provides online alcohol server education training. They provide users with certifications for passing appropriate courses.

## **Goal:**

Generate more leads in their local market.

## **Project Duration:**

1.5 Years (Ongoing)

## **Problem Statement:**

The client had previously used an SEO company that did not generate results. Client wanted to rank high for keywords like “oregon olcc test” and “online olcc class”



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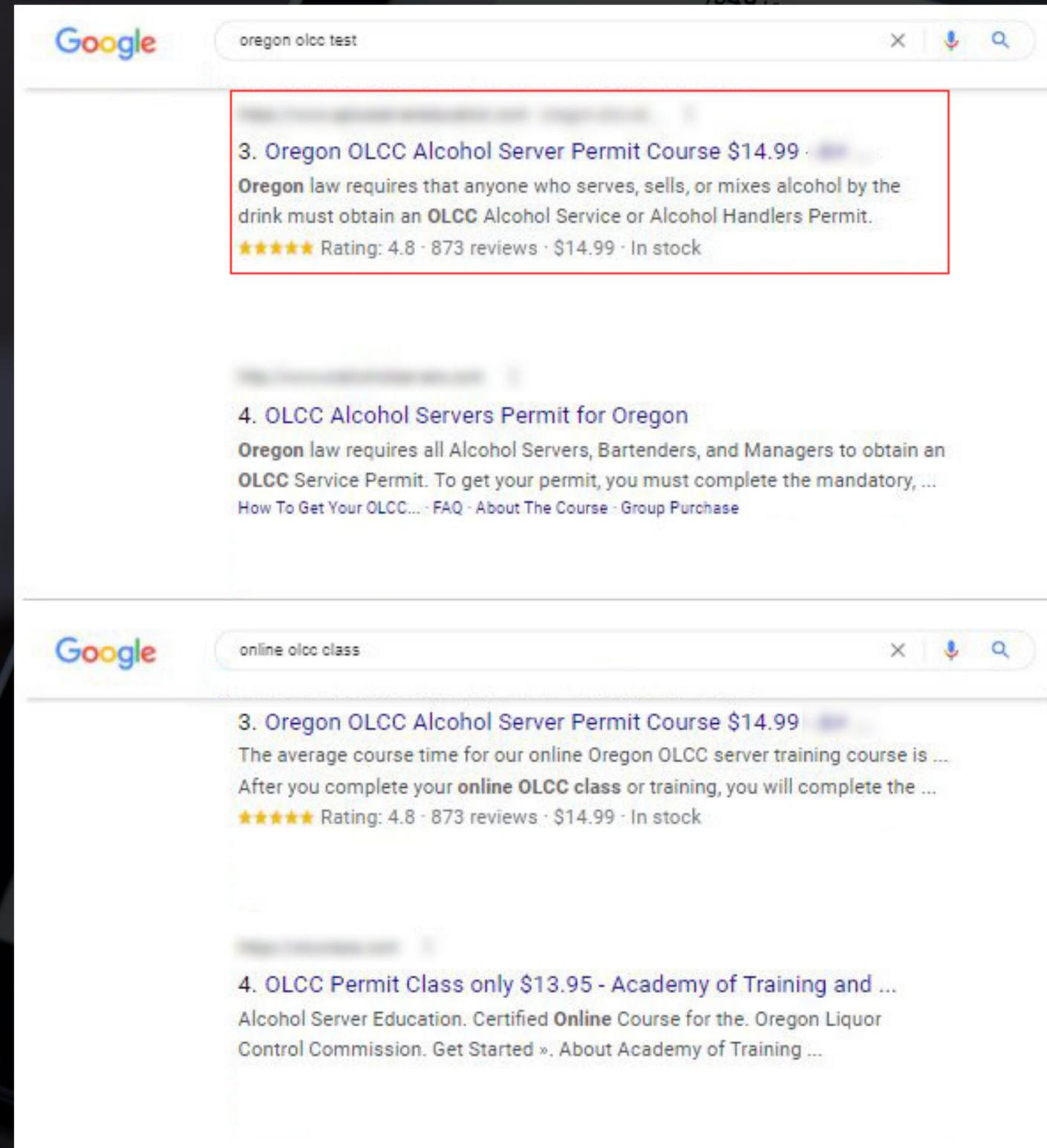
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Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

# KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1. alcohol education	1	0
2.alcohol server education class	1	0
3.online alcohol server education class	1	0
4.Who must take server education	1	0
5.olcc test online	2	+2
6.oregon olcc online class	2	+3
7.online alcohol server education class oregon	3	-2
8.olcc alcohol server class	3	+2
9.olcc class online	3	+1
10.olcc online class	3	+2
11.olcc permit test online	3	+1
12.olcc server permit class	3	+2
13.online olcc class	3	+2
14.oregon alcohol server permit training	3	+2
15. oregon olcc test	3	+4

<b>Keyword</b>	<b>06 Apr</b>	<b>Diff</b>
16. olcc alcohol server training	4	-1
17. oregon alcohol server training	4	+1
18. alcohol server permit training	8	-1
19. mast liquor license	8	+8
20. alcohol certification class	9	+90
21. alcohol permit washington	10	+14
22. class 12 liquor license	10	+9
23. olcc worker permit cost	10	+16
24. alcohol handler's permit	14	+27
25. washington alcohol license	16	+40
26. bartender license washington	22	+6

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