



Case Study Local Business Federation

In today's digital world, visibility in search engines is crucial for business success. With increasing online competition, standing out in the digital space can be a significant challenge, especially for local businesses and services. Our team of SEO specialists has excelled in this area, employing advanced strategies to position brands at the top of search results both in Portugal and abroad.

This case study aims to present a practical example of the results of our strategies in action, highlighting a case where our intervention not only significantly improved the client's visibility in search engines but also resulted in a notable increase in qualified traffic and lead conversion. Through a meticulous and personalized approach, we not only met but exceeded the client's expectations, consolidating their market position and expanding their digital reach.

The Problem

The client faced a significant problem regarding their online visibility. Despite being an established brand in the market for over 10 years, the company struggled to attract visitors to their website through search engines. This challenge mainly manifested in the form of low organic traffic rates, which consequently limited the reach of new potential customers and lead generation.

Our Approach

To improve the client's SEO situation, we adopted a structured and straightforward process involving several key steps:

- **Complete SEO Audit:** We conducted a deep analysis of the site to identify technical, content, and usability issues that impacted search engine performance.
- **Keyword Research:** We identified the most relevant and high-potential keywords that aligned with the target audience profile and the client's business goals.
- **On-Page Optimization:** We adjusted essential elements within the site, such as titles, meta descriptions, headers, and alt attributes for images, ensuring they were optimized for the selected keywords.
- **Content Creation and Optimization:** We developed and reviewed the site's content to ensure it was informative, up-to-date, and SEO-optimized, including the creation of rich content for blogs and articles.
- **Link Building:** We implemented a link-building strategy to increase the site's authority, using internal links and acquiring quality backlinks from relevant and authoritative sites.
- **Monitoring and Adjustments:** We used analytical tools to monitor the site's performance and make continuous adjustments to the strategy based on the collected data.

Results Achieved

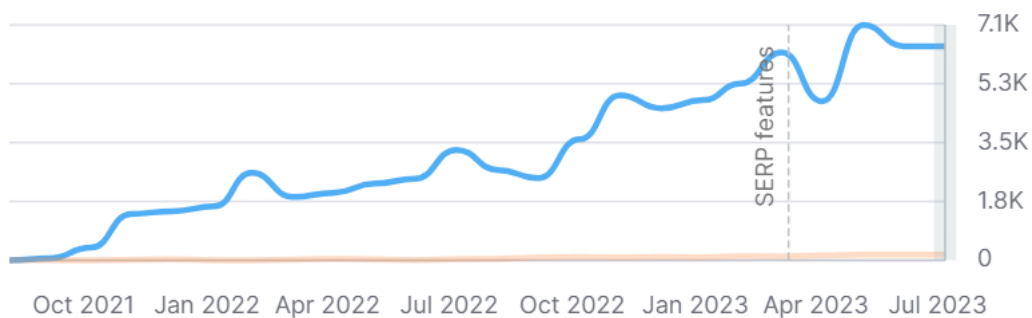
When we started working with the client (April 2022), the website and the client's online presence had the following average monthly metrics:

- 2,000 monthly visits
- 30 monthly calls
- 12 service sales
- Value of monthly organic traffic: 2,000 Euros

Results Achieved in the 1st Year

With one year of monthly SEO work, the following results were achieved:

- 7,000 monthly website visits (300% growth)
- 150 monthly calls (500% growth)
- 100+ monthly service sales (800% growth)
- Value of monthly organic traffic: 25,000 Euros



Graph of the evolution of monthly website visits

Results Achieved in the 2nd Year

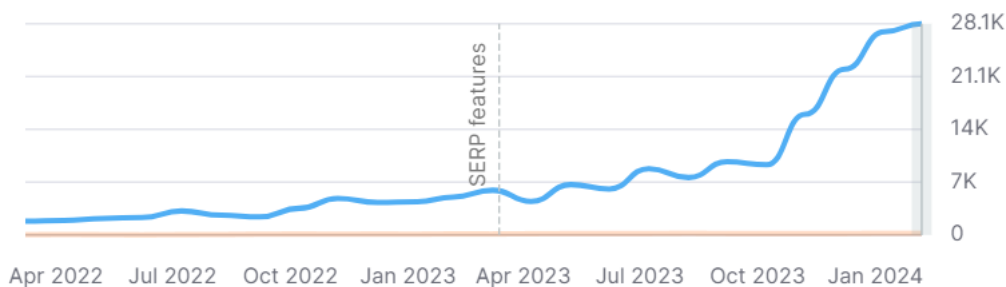
Our team's work continued, and the results accumulated as our focus remained on using the latest Google updates, which led the client to become the leader in their local and national market within their specialty.

We increased the creation of quality content to be published on the company's blog and created editorials and link-building strategies on national sites.

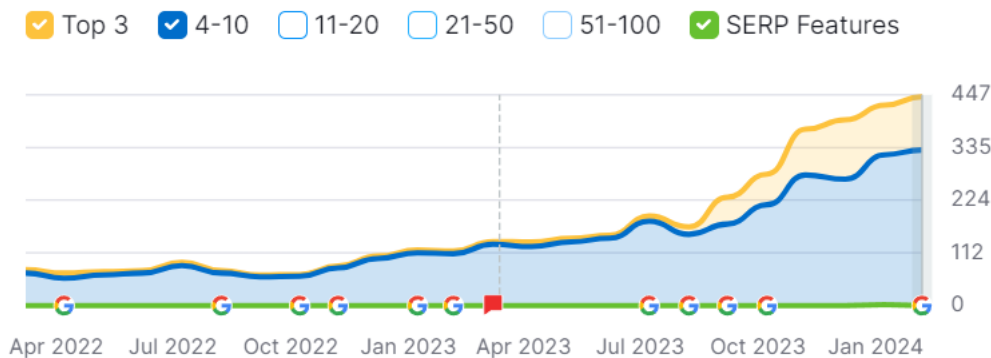
As a detailed study of search intent and the target customer type was conducted, the calls from interested customers and service sales increased significantly more than the number of visits, proving the quality of the site's traffic and our successful positioning for the keywords that truly convert for the client.

At the end of two years of work, the results were as follows:

- 28,000 monthly website visits (1,300% growth)
- 600 monthly calls (1,900% growth)
- 400+ monthly service sales (3,200% growth)
- Value of monthly organic traffic: 120,000 Euros



Graph of the evolution of monthly website visits



Evolution of the number of words positioned at the top of search engines



Conclusion

After two years of rigorous and strategic SEO implementation, the results achieved for our client are remarkable and reflect the immense potential that a well-orchestrated optimization strategy can have. The statistics speak for themselves.

The value of the client's monthly organic traffic reached 120,000 Euros, which would have been spent on paid ads if the client had not received the same results organically due to SEO efforts.

The number of sales grew more than the number of visits, demonstrating not only SEO's effectiveness in attracting visitors but also in converting these visitors into real and tangible revenue.

These results are a testament to the power of an effective SEO strategy and our team's expertise in not only understanding the client's specific needs but also in executing a plan that maximizes online visibility, engagement, and ultimately, return on investment. The success achieved has not only solidified the client's leadership position in their market but has also set a new standard for what an optimized online presence can accomplish. Based on this success, we remain dedicated to exploring new strategies and innovations to maintain and expand these exceptional results.

This case study not only proves the effectiveness of our strategic SEO approach but also serves as a powerful example of the transformative impact SEO can have on a business's growth and prosperity. We are excited to continue this journey of success, pushing the boundaries of what's possible in digital marketing.

Local Business Federation Team

