



## THE REAL SEAL

The Real Seal is a basement waterproofing company that specializes in basement waterproofing, foundation crack repair, and other services throughout the Chicago suburbs. Their commitment to improving customer service has set the company apart from the rest, allowing them to grow into one of the largest waterproofing companies in the area.

## GOALS

The company aimed to further grow brand awareness through SEO targeting tactics designed to improve organic rankings and increase site traffic from their local area.

## APPROACH

The strategy set forth called for cleaning up existing service area web pages and creating new pages for targeted cities. Unique keywords with narrow targeting were established to increase quality traffic and leads. The new keywords were included in content written for associated website pages to establish relevancy and highlight special qualities of The Real Seal.

## RESULTS

With no prior rankings in the search results, The Real Seal went from zero ranked keywords to over 1,200 of them. Annual traffic to the website increased 196% since the start of the campaign, and there are no signs of slowing down. What started as a team of two working out of a home office is now an operation of 14 employees, 8 trucks, and a 6,300 square foot facility.

# RESULTS

# 196%

Annual Organic Traffic Increased  
Since the Campaign Began

8,043

2017

(up 89% over previous year)

4,246

2016

(up 23% over previous year)

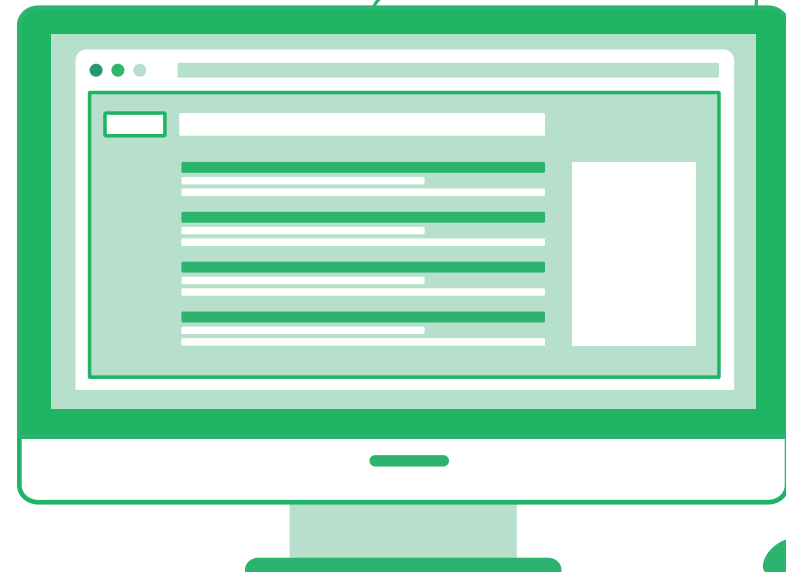
3,463

2015

(up 27% over previous year)

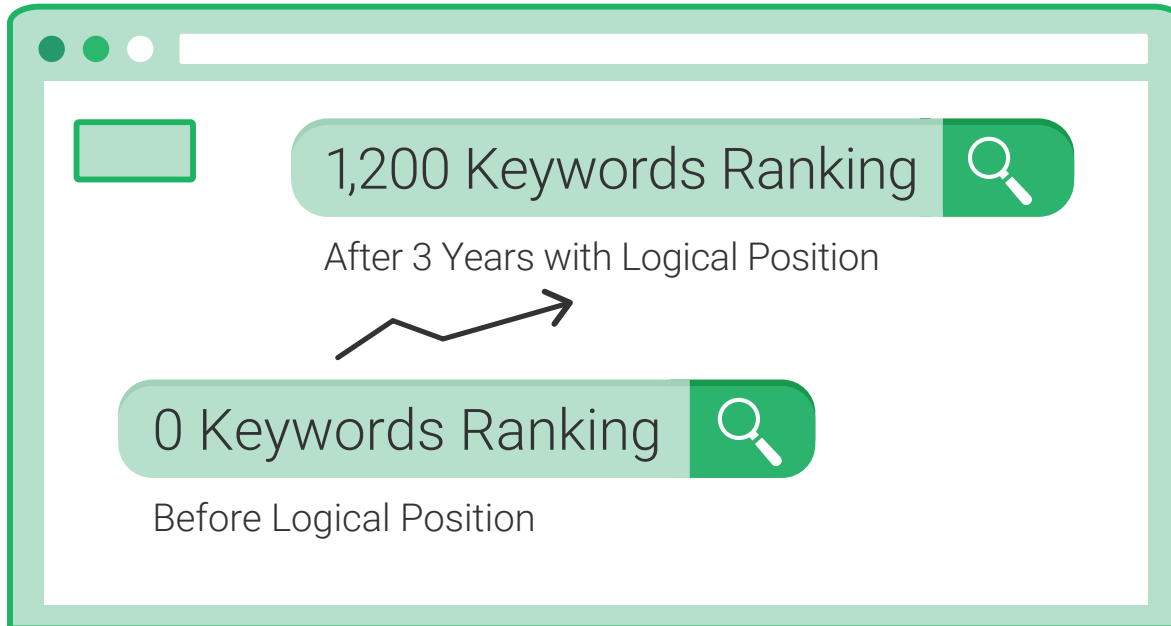
2,719

2014



# RESULTS - CONTINUED

## Ranking for Keywords on Google



3<sup>th</sup> Position

do I need a sump pump

210 Searches Per Month

8<sup>th</sup> Position

Chicago basement waterproofing

170 Searches Per Month

10<sup>th</sup> Position

basement waterproofing service

260 Searches Per Month

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*We have been with Logical Position for over 3 years now and have found it to be the best long-term investment we have made in our company. The growth we have experienced can be largely attributed to the increased online presence and traffic to our website. Their attention to detail, follow-up and continual updates have helped us realize and exceed our company goals. We are eagerly looking forward to the future years of growth together!*

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