

CASE STUDY: Authoritative Content Allows Fit Turf to Improve Organic Traffic Performance

Client

Fit Turf
www.fitturf.com

with EXCLUSIVE since February 2016



Summary

Fit Turf approached EXCLUSIVE with the desire to grow its lead generation performance through paid advertising and organic search traffic.

Fit Turf aspired to become the local lawn care authority in Metro Denver and Detroit, and to truly become an industry-leader. By becoming an authority, Fit Turf would be better able to compete on existing keywords and get new pages to rank for relevant keywords.

Working in lockstep with the lawn care experts at Fit Turf, EXCLUSIVE generated optimized content for each service offered by the company, along with industry-relevant articles to establish Fit Turf as the authority on all things lawn care.

Problem

During the client's peak season in 2016 (April-June), Fit Turf was not experiencing the lead-generation performance that it was seeking, and the company was just one of many lawn care service providers in the Metro Denver and Detroit markets. There were several areas of Fit Turf's site that needed improvement to boost organic performance, but the ones that were deemed to have the best chance at significantly impacting the business were chosen. This led to the creation of a content-focused strategy that targeted existing service pages and resource articles to meet the client's objectives.

Recommendation

There were several initial technical upgrades that helped Fit Turf comply with all of the recommended SEO best practices, including optimizations to the URL structure. Once these tasks were successfully completed by EXCLUSIVE, the content strategy was set to begin — not just for the short-term, but for years to come. Along with employing a sound content strategy, EXCLUSIVE recommended taking the resource content a step further with the creation of two additional resource sections that would later help drive engagement: Learning Center and Lawn Care Tips. These resources were meant to bring in high-quality traffic during Fit Turf's peak season, as well as the off-season, by ranking for year-round lawn terms. Instead of just being a site for potential clients to view during the peak servicing season, Fit Turf would become a go-to source throughout the year!

Strategy

Fit Turf loved the idea and began to work closely with EXCLUSIVE's content team to strategize an outline of applicable target keywords for specific service pages and topics that their client base was frequently concerned about. The two teams then collaborated to build out the Learning Center, Lawn Care Resources and blog topics, along with localizing specific service pages to maximize the site's visibility in the Denver and Detroit markets. EXCLUSIVE used the strategy of consistently upgrading the content on the resource level by regularly publishing 3-5 resource articles and 3-5 blogs posts each month to improve the site's user-engagement. This content-focused strategy was also recommended in hopes of improving paid advertising performance, a service that Fit Turf also used EXCLUSIVE for. By correlating page content with paid search ads, EXCLUSIVE was confident the quality of generated leads would significantly improve.

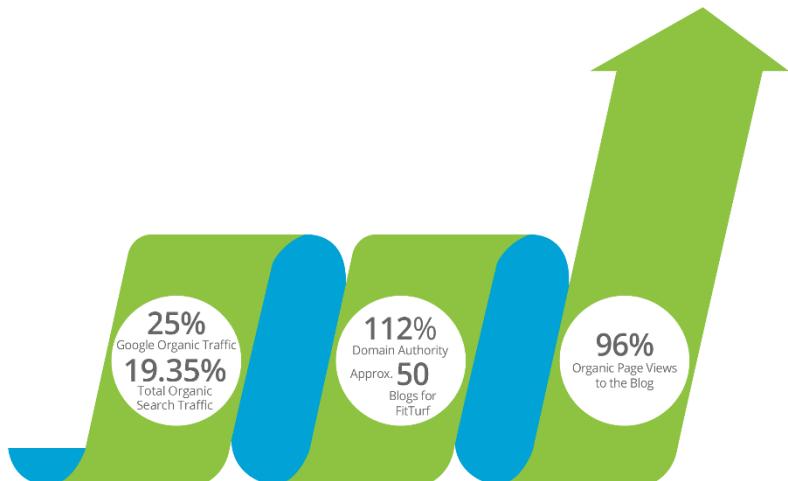
Results

As the content was being developed and implemented on the site over the course of six months, organic performance improved over time and rapidly gained momentum. Since March, the site has seen vast improvements across all organic channels, led by a 25% increase in Google organic traffic and a 19.35% improvement in total organic

search traffic. Fit Turf saw its biggest YoY improvements during their peak months with organic traffic increases of 33% in April and 41% in June. Not only was organic traffic up, but the number of goal-completions and the organic goal conversion rate also skyrocketed. Between August and November, the total organic goal-completions for the site were up over 35%, and the organic goal conversion rate soared to 24.55%. This number was very impressive considering the site, across all of its pages, saw an average goal-conversion rate of 15.67% during that same time period.

The areas of the Fit Turf site that EXCLUSIVE spent most of its attention on really led the way in terms of YoY organic search performance. To date, EXCLUSIVE has written approximately 50 blog posts for Fit Turf, and compared to last year, organic page views to the blog are up 96%! The great performance continued on the individual service page level with the group of 11 service pages increasing by 51.6% in organic page views, with the biggest improvements coming on the Mosquito Heat (+109.1%), Tree and Shrub Watering (+103.8%) and Liquid Aeration (+92.4%) service pages.

As a final cap on the success of EXCLUSIVE's first year of SEO with Fit Turf, it is necessary to point out that prior to the start of this engagement, Fit Turf's site had a domain authority of 17. However, about one year later, that metric has improved to 36 – a 112% increase. The improvement to this core metric demonstrates the progress made toward Fit Turf's goal of becoming the lawn care authority in Metro Denver and Detroit. These improvements will significantly help with future SEO initiatives as we aim to position Fit Turf atop its market.



"It has been an absolute pleasure working with the EXCLUSIVE team. The SEO program they created for us has been a tremendous success. I am astonished by the volume of traffic and leads. The EXCLUSIVE team makes this process almost too easy for us, and are always bringing fresh ideas our way."

— Dayna Wagner of Fit Turf

