

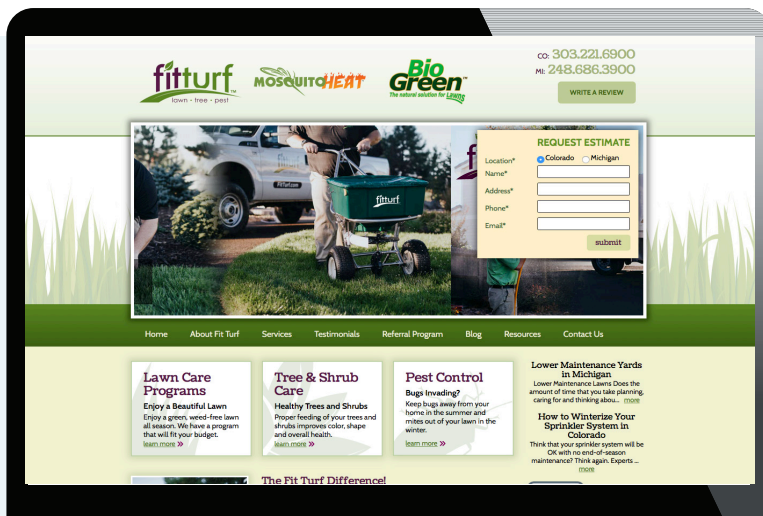
How Fit Turf Improved **Organic Traffic by 106%** with EXCLUSIVE's Local **SEO Program**

Fit Turf came to EXCLUSIVE in February 2016 with a goal to grow its organic presence in two local markets: Michigan and Colorado. With the help of a focused local SEO strategy that significantly boosted traffic and increased FitTurf's keyword universe, this merchant was able to do just that.

+106%
Traffic in 2018, YoY

+822%
increase in keyword
universe from Feb
2016 to Dec
2018

+7,500%
increase in
keywords ranked
on Page 1 from Feb
2016 to Dec 2018



Industry: Lawn Care

Fit Turf specializes in lawn care and tree care, as well as weed and pest control.

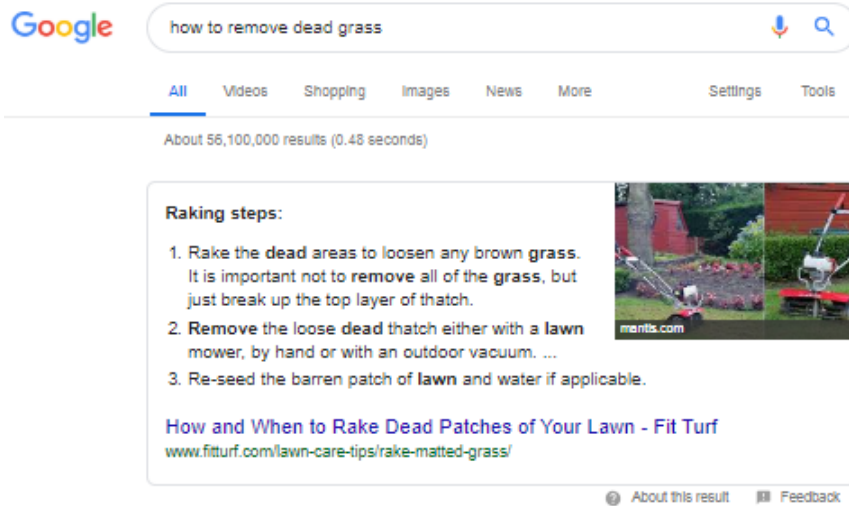
CHALLENGES

- Lawn care industry is hyper-competitive locally
- Lack of online presence, domain authority and keyword rankings
- Lack of an effective lead-generation measuring stick

THE EXCLUSIVE SOLUTION

- Building out informative service and resource pages improved keyword rankings as well as user education
- Local-targeted keywords helped improve overall domain authority and online presence for the brand
- Optimization and maintenance of Google My Business Page improved online engagement, which generated more local awareness
- Designed goal-oriented tracking for local pages in Google Analytics using geographic location and qualified form submissions

By targeting specific Quick Answer results, EXCLUSIVE was able to rank for local SEO queries.



RESULTS

By working on a local SEO strategy with EXCLUSIVE, Fit Turf saw sustained growth of its organic local traffic in the targeted markets of Michigan and Colorado. This expansion resulted in a 106% YoY traffic increase and an 822% YoY gain in total organic keywords.

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