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"

STRATEGY (OVERVIEW)

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

01
STEP
—

We performed in-depth market research and competitor analysis.

02
STEP
—

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

03
STEP
—

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

04
STEP
—

We performed a site audit, revealing any on-page issues that required immediate attention.
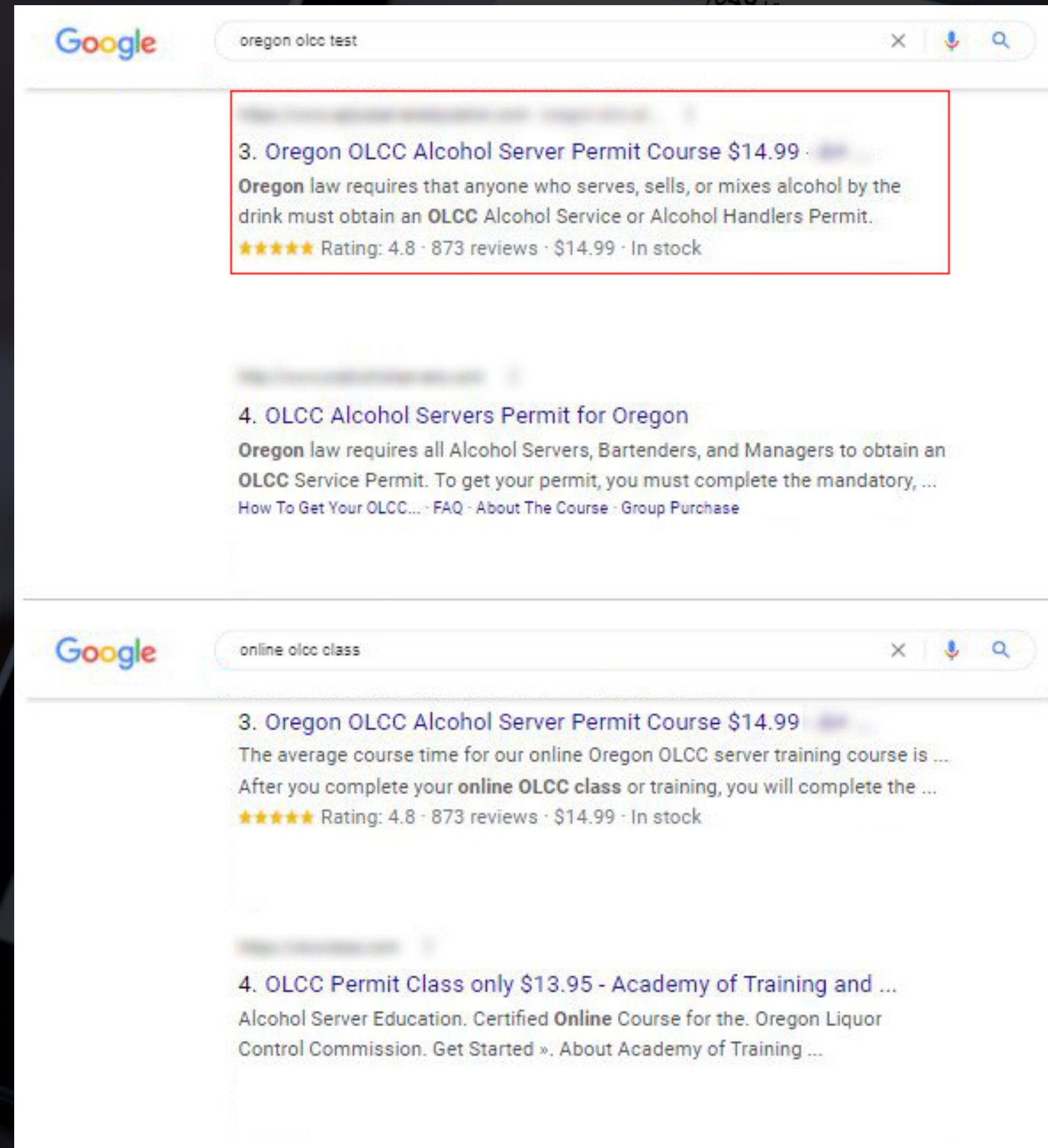
05
STEP
—

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. 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

Keyword	06 Apr	Diff
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

REAL WORLD RESULTS (ON GOOGLE SERP):

Solution

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

Final Outcome

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.