

Hobbies & Retail SEO Case Study



THE CAMPAIGN | This South Florida gun store owner wanted to increase sales and enhance the store's website. This campaign was tailored with specific client goals in mind in order to help the client achieve a solid digital footprint.



THE TAKEAWAY | If a website is not optimized for search, it loses the ability to capture online leads. This translates directly into sales. With the right SEO strategy, however, a business can grow with low overhead and maintain a competitive online presence. Furthermore, this case study shows that there are still opportunities for amateurs to progress and grow their business even in certain niche markets.

OVERVIEW

THE INDUSTRY |
Hobbies and Retail:
Firearms and Ammunition

THE GOAL | Increase customer leads & foot traffic to their gun range. Increase related keyword rankings and overall organic presence.

THE CHALLENGE | Company's website and local presence was nowhere to be found

THE RESULTS |

Ranked #1 for "Shooting range south Florida"