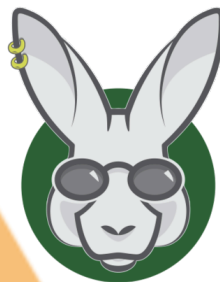


SEO

CASE STUDY



WASHAROO
premium handwash & detail

This Document showcases & explains the Online Visibility and SEO journey of one of the clients of Washaroo. Broad overview of one of the SEO Projects of Washaroo

CLIENT

Washaroo Hand Car Wash

4110 South 1st Street, Austin, Tx, 78745, USA

512.428.9274

[washarootx.Com](http://washarootx.com)

BUSINESS OF
CLIENT

The client is engaged in the business of full service hand car wash and detail service based in South Austin.

The USP of their service is a gentle non-automized car wash & auto detail details of cars, trucks and oversized vehicle without the use of any brushes and conveyor belts.

OBJECTIVE

The client wants to leverage their web presence to boost their business as there are a lot of competitor in this space. And specially highlight their USP of “Hand Car Wash”.

They want to create a funnel of online service booking and boost enquiry.

TASK &
CHALLENGES

Keyword research for effective Digital Marketing
Content Marketing to attract potential customers

Make the webpage SEO friendly

Optimize the targeted keywords for Google

Achieve rankings for keywords in SERP

Increase the ROI of their Business

MARKET COMPETITORS

Competitors include many businesses and listing websites like yelp, H2O Car Wash, Palms Car Wash, Hand wash & wax etc

ACTION

The first emphasis was taken to improve the SEO friendliness of the website and emphasis on the relevant keywords.

A complete Technical SEO audit is done and errors are corrected.

Content are optimized to target their relevant keywords which is derived from the extensive keyword research and agreed upon by the client.

Post which link building campaign started, and within a month very promising result are seen, for which the client extended their contract to 12 months.

The team at SEOGAME created and distributed promotional and educative materials like infographics, ppts, posts and did ethical link building to create this result.

TIME FRAME

Project Start Date : 4/1/20

Onpage Optimization : 30 Days

Content Creation : 30 Days

Link Building Start Date : 5/15/20

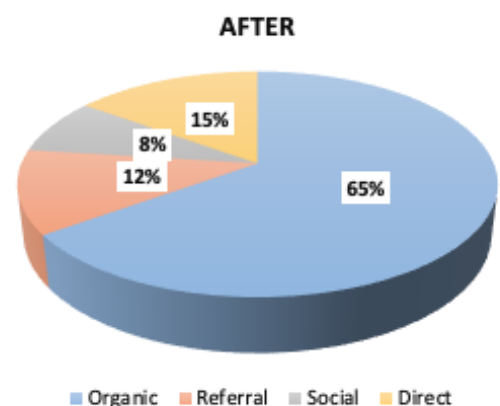
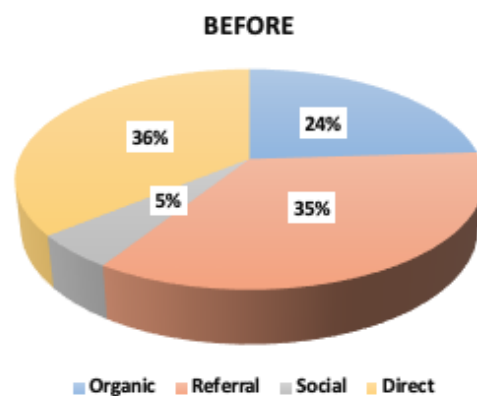
RESULTS

After just 4 months of web promotion and SEO, the client reported the following results :

- Average SERP Ranking Rise : 24 positions
- Rise in organic traffic 271% in just 3 months

These are significant results, most important is the meteoric rise of organic traffic.

Your Keywords & Google Rankings	7/28/20	7/14/20	6/30/20
best car wash austin	3	18	16
best detailer austin	16	22	22
car detailer	24	100	100
car detailer austin	29	48	44
car detailing	27	73	65
car was austin	12	16	18
car wash	13	14	15
fleet car washes	4	100	100
hand car wash	2	8	7
south austin car wash	1	10	10
unlimited car wash austin	1	11	10
unlimited car washes	1	10	10
unlimited wash and detail packages	4	30	26
unlimited wash and detail packages austin	1	7	7

CLIENT'S
WORD

"I have always thought that SEO is a very gradual process, but the speed at which SEOGAME impacted the results are astounding. I am very satisfied with the results. Thanks Mark"

-- Clients Word