

# How Delmarva Water Solutions Increased Users On Their Website by 116%



## Background

Delmarva Water Solutions is the premier water treatment company serving the Delmarva Peninsula. Their staff has more than a century of combined experience treating their area's specific water problems and are proud to be an authorized Eco Water Systems dealer for the Eastern Shore of Maryland and all of Delaware.

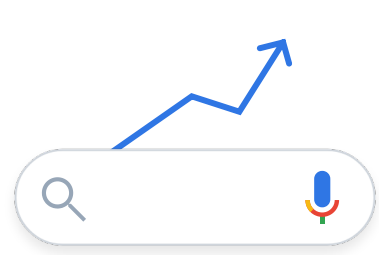
Unlike their competition, Delmarva firmly believes in a no-pressure, educational sales approach when it comes to their water treatment systems in Maryland, Delaware, and Virginia. Rest assured, they will never attempt to over-sell, use scare tactics, or employ any other unethical strategies to simply make a sale.

## Key Metrics



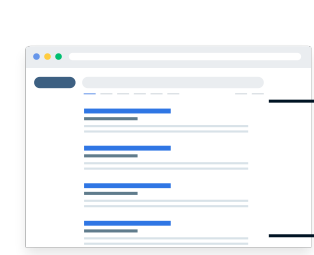
**116%**

Increase in Users (sitewide)



**64%**

Increase in Ranking Keywords



**25%**

Increase in First Page Keywords

"Like any small business owner, I always try to save money whenever possible. When we first started our Google Ads campaign several years ago, I did the best I could to manage the account myself. Due to my limited knowledge, time, and budget, I quickly discovered I was out of my league and needed help fast! After reaching out to quite a few companies who specialize in Google Ads and SEO, it became quite obvious that Logical Position was who I wanted to work with. Paige, Alex, and the rest of the team at Logical Position literally manage our Google Ads and SEO as if our company was their own. Never more than a phone call or email away, their suggestions and almost immediate revisions have sent our website traffic and call volume through the roof, and the tracking reports they provide back it up. It's awesome to see our ad spend go down and conversions go up month after month without fail. Every now and again, I'll Google a few search terms just to see if or how we're showing up, and I'm almost always pleasantly surprised when we show up at or near the top of the page—both paid and organically. All their hard work has translated into record sales, and I honestly couldn't be more pleased. Thank you, LP, for everything!"

– John Sensi | President at Delmarva Water Solutions

## Goals

📍 To increase local organic traffic and keyword rankings in Maryland, Virginia, and Delaware areas

📄 To increase domain authority

👁️ To increase brand awareness



## Approach

Over the course of this campaign, Logical Position provided comprehensive keyword research, optimized metadata, and unique content targeting the Maryland, Virginia, and Delaware areas. LP worked to help increase Delmarva Water Solutions' organic traffic and local keyword rankings by optimizing category pages as well as creating useful, content-driven resource pages for the site. Each month, LP focused on fixing a range of technical issues to help improve the site's performance and crawlability. Furthermore, LP concentrated on increasing domain authority by creating knowledgeable on-site blogs and offsite articles, contributing to the site's overall organic success.

## Results

In May 2019, Delmarva Water Solutions partnered with Logical Position on a Local – Starter SEO campaign.

Since working together, Delmarva has experienced incredible growth in numerous areas. LP was able to maintain existing organic rankings and traffic and helped Delmarva continue to grow throughout the duration of the campaign. Comparing year-over-year growth from April 2020 to April 2021, Delmarva's keywords have grown 64% from April 2020 to April 2021 (139 to 228). When comparing first page keywords, there was an increase of 25% from April 2020 with 8 keywords to April 2021 with 10 keywords.

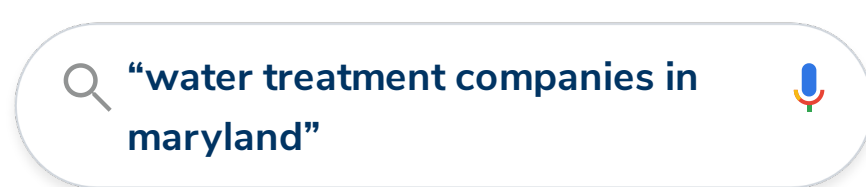
## Keywords



## Targeted Keywords

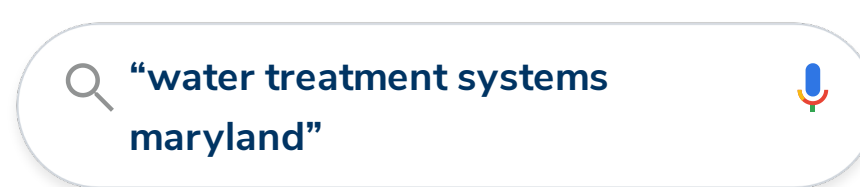
From April 2019 to April 2021

Not Ranking → 9<sup>th</sup> Position



90 searches per month  
April 2019 = not ranking  
April 2020 = 11th position  
April 2021 = 9th position

Not Ranking → 6<sup>th</sup> Position

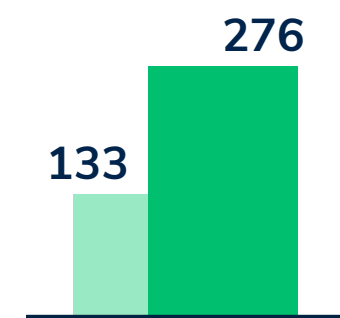
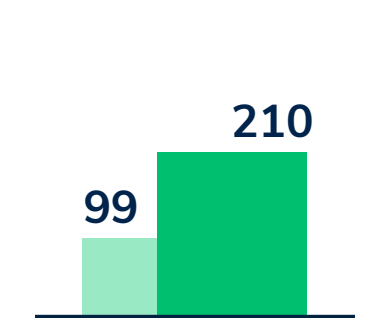
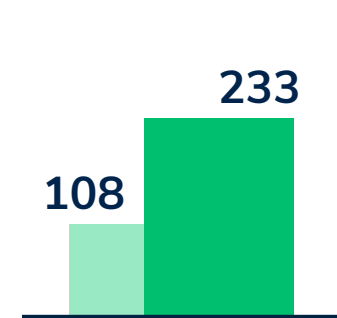


30 searches per month  
April 2019 = not ranking  
April 2020 = 15th position  
April 2021 = 6th position

Based on Google Analytics data, the site's overall organic traffic improved significantly from April 2020 to April 2021. Delmarva saw a 116% increase in users to its site (108 to 233), an 112% increase in new users (99 to 210), and a 108% increase in sessions (133 to 276).

## Analytics

■ April 2020 ■ April 2021



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