

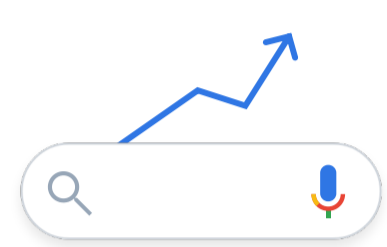
How Evergreen IT Solutions Saw a 208% Increase in New Users Sitewide



Background

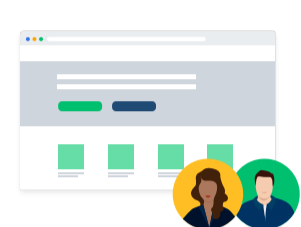
At Evergreen IT Solutions, they provide R2 Certified data center decommissioning services throughout the entire Bay Area, including Fremont, San Jose, Santa Clara, Palo Alto, and across the US. They work closely with various data centers, collocations centers, software companies, manufacturers, and any company that needs to recycle confidential electronic hardware following R2:2013 and NIST 800-88 Standards. Their San Jose data center decommissioning program offers numerous services, such as IT equipment buyback, electronic recycling, data destruction, and an online client portal database for complete data center asset disposition solutions.

Key Metrics



189%

Increase in First Page Keywords



208%

Increase in New Users (sitewide)



193%

Increase in Users (sitewide)

"Logical Position has been such a reliable and professional partner to our business regarding our SEO and Google Ad needs. They have a great team of well-experienced individuals who work one on one with you to achieve your goals of becoming a top competitor on the first page of Google. We have increased our sales and customer outreach tremendously with the help of Logical Position. Without a doubt, they're the best when it comes to SEO and Google Ads implementation for your business. Thank you to all at LP for making our business grow!"

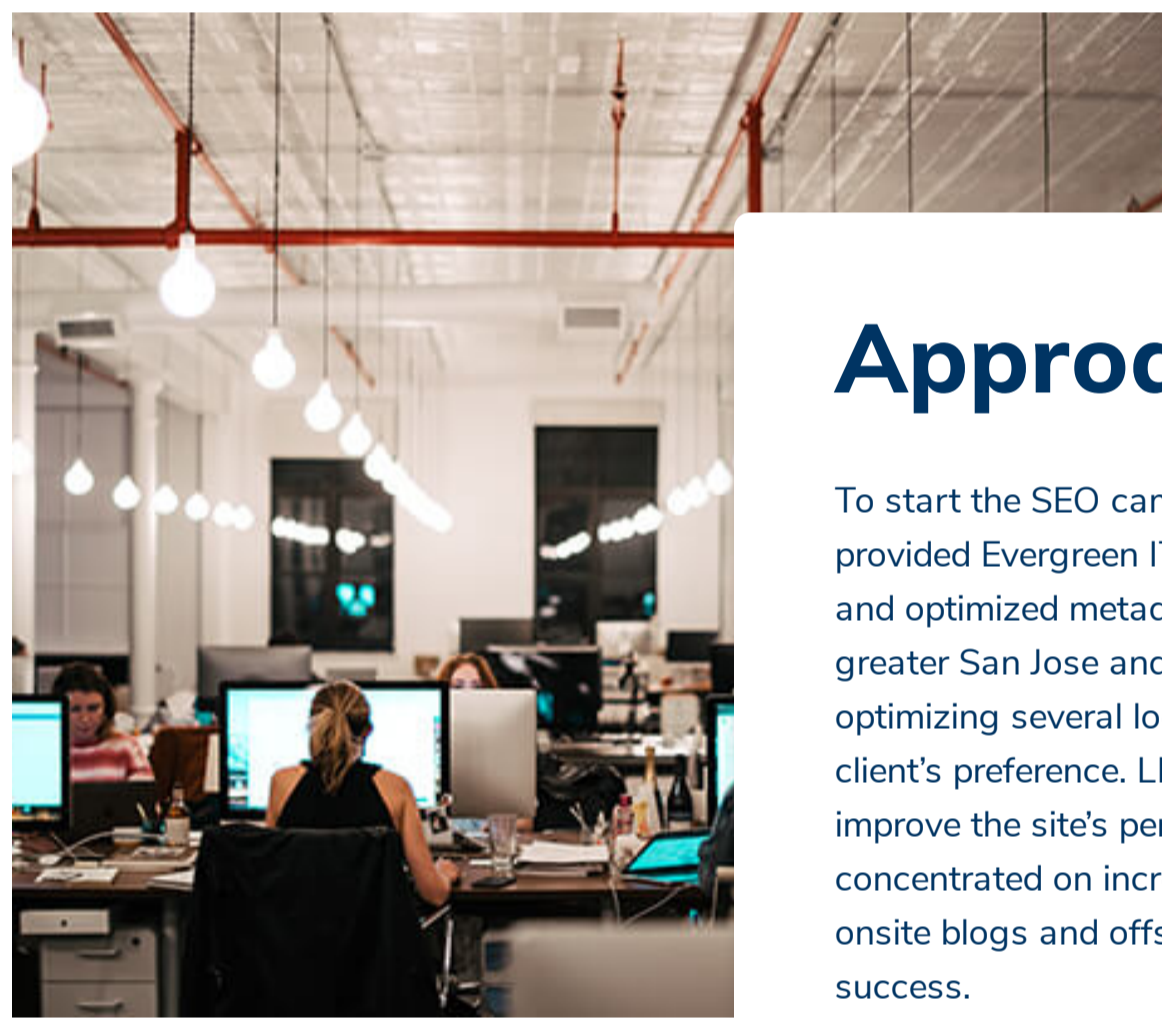
-Wendy Carmona, Executive Account Manager at Evergreen IT Solutions

Goals

To increase local organic traffic and keyword rankings

To increase brand awareness

To increase domain authority



Approach

To start the SEO campaign off on the right foot, Logical Position provided Evergreen IT Solutions with comprehensive keyword research and optimized metadata. LP also created unique content targeting the greater San Jose and Bay area. Each month, LP focused on creating and optimizing several locally targeted service pages according to the client's preference. LP also fixed a range of technical issues to help improve the site's performance and crawlability. Furthermore, LP concentrated on increasing domain authority by creating knowledgeable onsite blogs and offsite articles, contributing to the site's overall organic success.

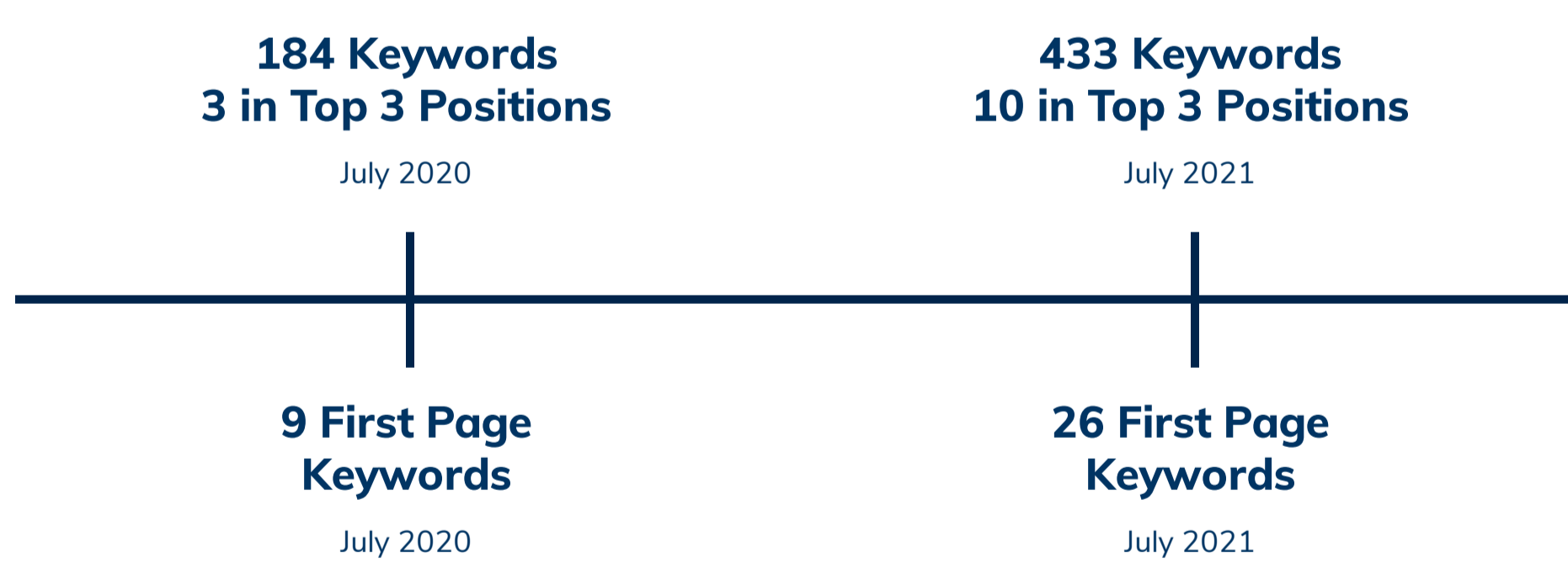
Results

Evergreen IT Solutions hired Logical Position for SEO services and started a Local – Starter campaign in February 2019.

Since the partnership, Evergreen IT Solutions has experienced significant growth throughout its business. LP was able to maintain existing organic rankings and traffic and helped Evergreen IT Solutions continue to increase revenue throughout the duration of the campaign.

When analyzing year-over-year growth from July 2020 to July 2021, Evergreen IT Solutions' keywords have grown 135% (184 to 433). When comparing first page keywords, there was an increase of 189% from July 2020 with 9 keywords to July 2021 with 26 keywords.

Keywords



Targeted Keywords

From July 2020 to July 2021

13th → 3rd Position



140 searches per month

17th → 5th Position

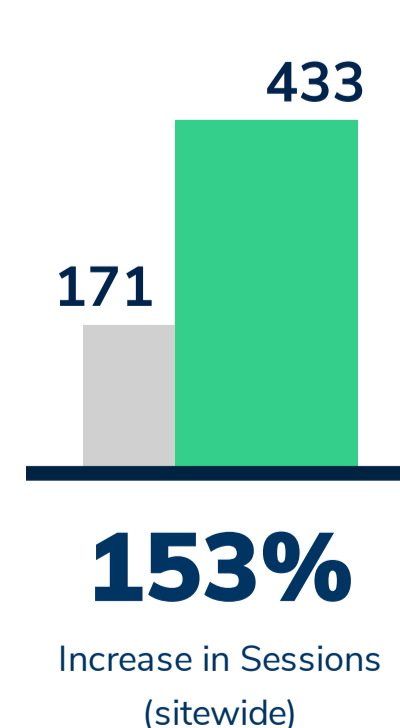
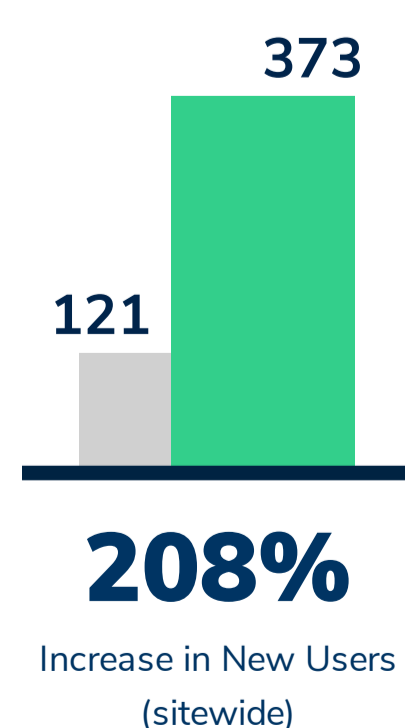
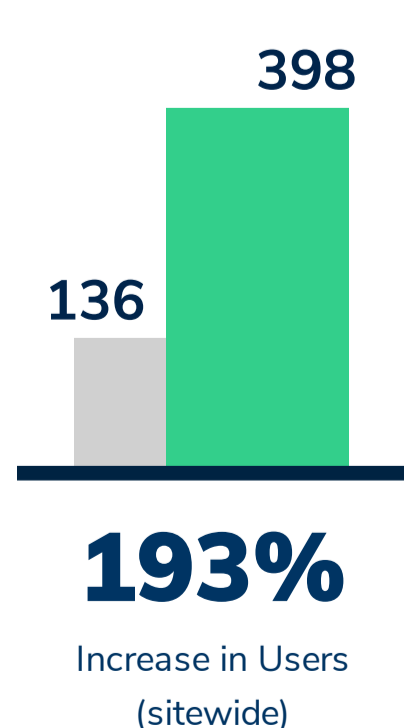


590 searches per month

Analytics

Based on Google Analytics data, the site's overall organic traffic improved significantly from July 2020 to July 2021. Evergreen IT Solutions saw a 193% increase in users to its site (136 to 398), a 208% increase in new users (121 to 373), and a 153% increase in sessions (171 to 433).

July 2020 July 2021



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