

How Tents For Rent Saw a 46% Increase in First Page Keywords



Background

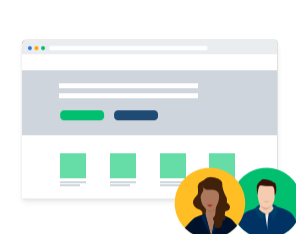
Tents For Rent is a small family-owned business located in the heart of beautiful Lancaster County. They serve Pennsylvania, New Jersey, Maryland, Delaware, and surrounding areas. Tents For Rent believes that hosting your dream outdoor event should be easy and stress-free, and they're ready to help you accomplish this. Their staff has many years of experience in event planning, outdoor events, and tent installation.

Key Metrics



46%

Increase in First Page Keywords



56%

Increase in New Users (sitewide)



55%

Increase in Users (sitewide)

"Working with Logical Position for SEO and Pay-Per-Click Advertising has been great for Tents For Rent. Their staff is a pleasure to work with. They understand our business and create great content for our website. Our organic traffic and our business continue to grow."

-Daryl Sensenig, Office Manager at Tents For Rent

Goals

- 🎯 To increase local organic traffic and keyword rankings
- 🎯 To increase brand awareness
- 🔗 To increase domain authority

Approach

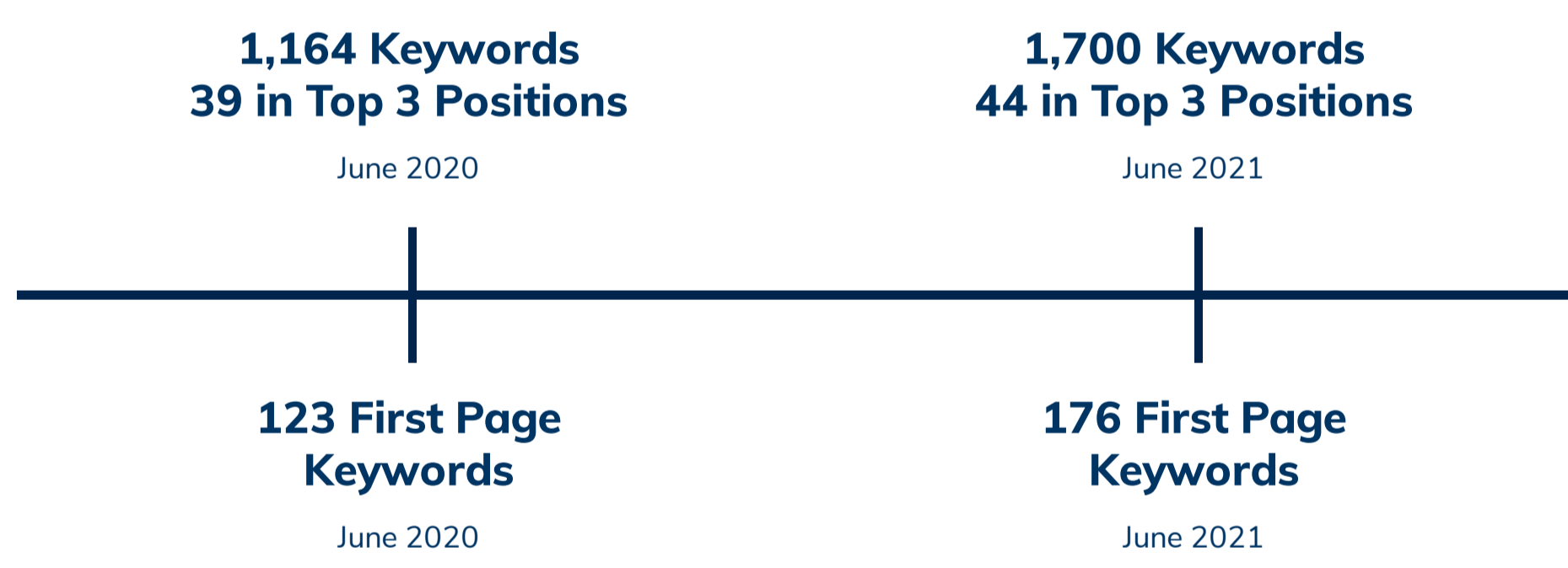
Over the course of the campaign for Tents For Rent, Logical Position provided comprehensive keyword research, optimized metadata, and created unique content targeting the greater Philadelphia area. Each month, LP focused on creating and optimizing service pages with locally targeted keywords and fixed a range of technical issues to help improve the site's performance and crawlability. Furthermore, LP concentrated on increasing domain authority by creating knowledgeable on-site blogs and offsite articles, contributing to the site's overall organic success.

Results

In April 2016, Tents For Rent partnered with Logical Position for 5 hours of an SEO consulting package, and then later in the month, they upgraded their package to a Local – Basic SEO campaign.

Since working together, Tents For Rent has experienced incredible growth in numerous areas. LP was able to maintain existing organic rankings and traffic and helped Tents For Rent continue to grow throughout the duration of the campaign. Comparing year-over-year growth from June 2020 to June 2021, Tents For Rent's keywords have grown 46% from June 2020 to June 2021 (1,164 to 1,700). When comparing first page keywords, there was an increase of 43% from June 2020 with 123 keywords to June 2021 with 176 keywords.

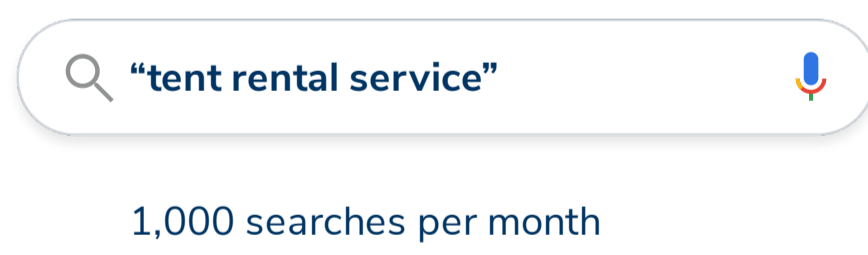
Keywords



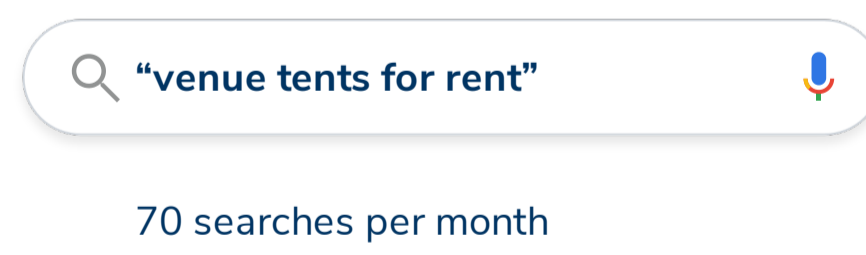
Targeted Keywords

From June 2020 to June 2021

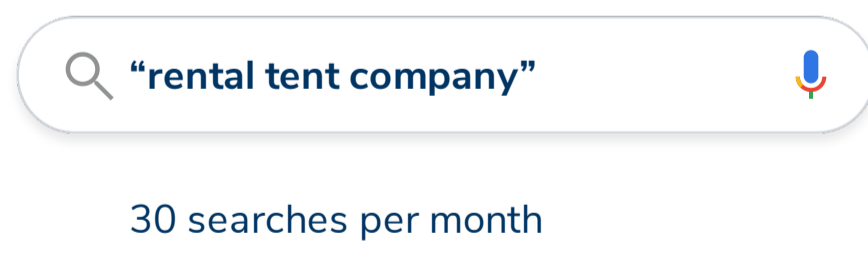
Not Ranking → 12th Position



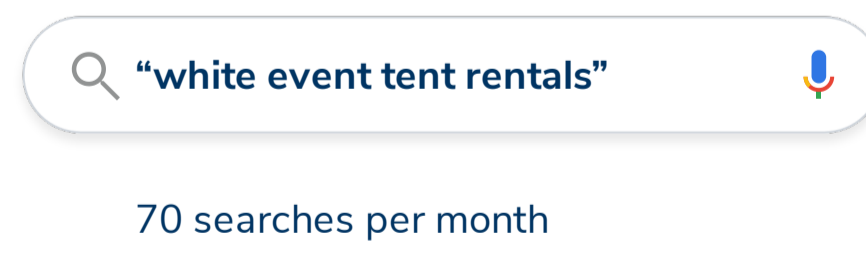
65th → 9th Position



Not Ranking → 10th Position



26th → 5th Position

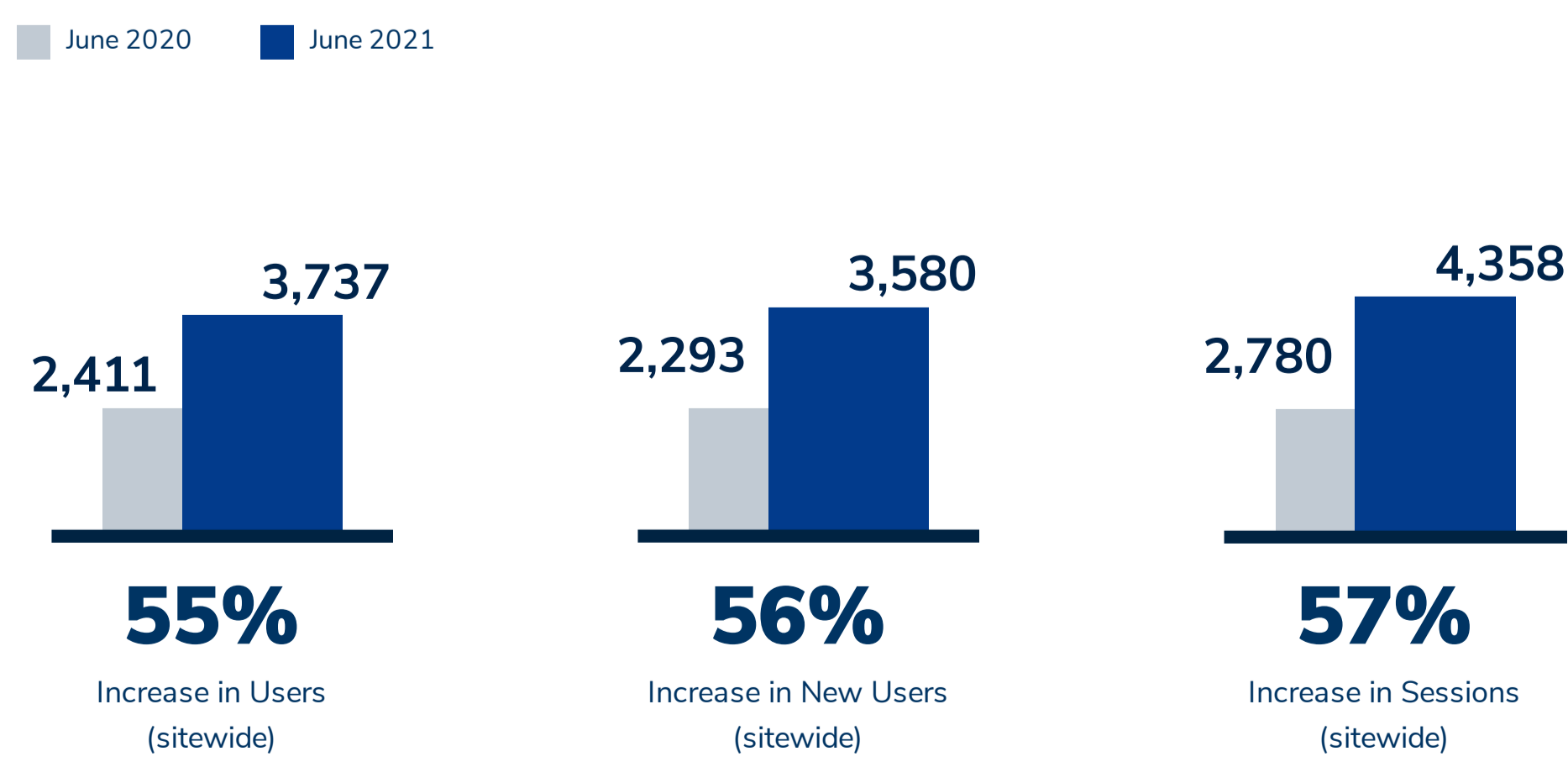


Not Ranking → 17th Position



Analytics

Based on Google Analytics data, the site's overall organic traffic improved significantly from June 2020 to June 2021. Tents For Rent saw a 55% increase in users to its site (2,411 to 3,737), a 56% increase in new users (2,293 to 3,580), and a 57% increase in sessions (2,780 to 4,358).



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