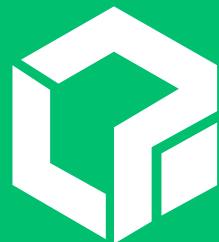


# GreenDrop

A Case Study In SEO



**LOGICAL**  
POSITION



GreenDrop converts donations of lightly used clothing and household items into critical funds for various great American charities. GreenDrop was selected by the American Red Cross, the Military Order of the Purple Heart, the National Federation of the Blind and the Society of St.Vincent de Paul of Philadelphia, to help them fund their mission and programs. What makes GreenDrop special is their mission, which is "to make [the] charitable giving of donated goods as easy, convenient and friendly as possible while helping to promote programs of charitable organizations."

## GOALS

After using printed mailers as their primary marketing strategy, GreenDrop realized how effective digital marketing could be for their business. Their main goals were to increase brand awareness, encourage more people to donate, and increase targeted traffic to their site. In February of 2014 they engaged Logical Position to help them establish an improved organic presence through SEO services.

## APPROACH

After discussing the client's goals, Logical Position developed an on-site and off-site SEO strategy. We optimized existing pages, targeted keywords and built domain authority using best practices to improve the sites popularity and overall keyword rankings. This was accomplished by a monthly SEO campaign that focused on spreading the word about charitable giving and GoGreenDrop.com.

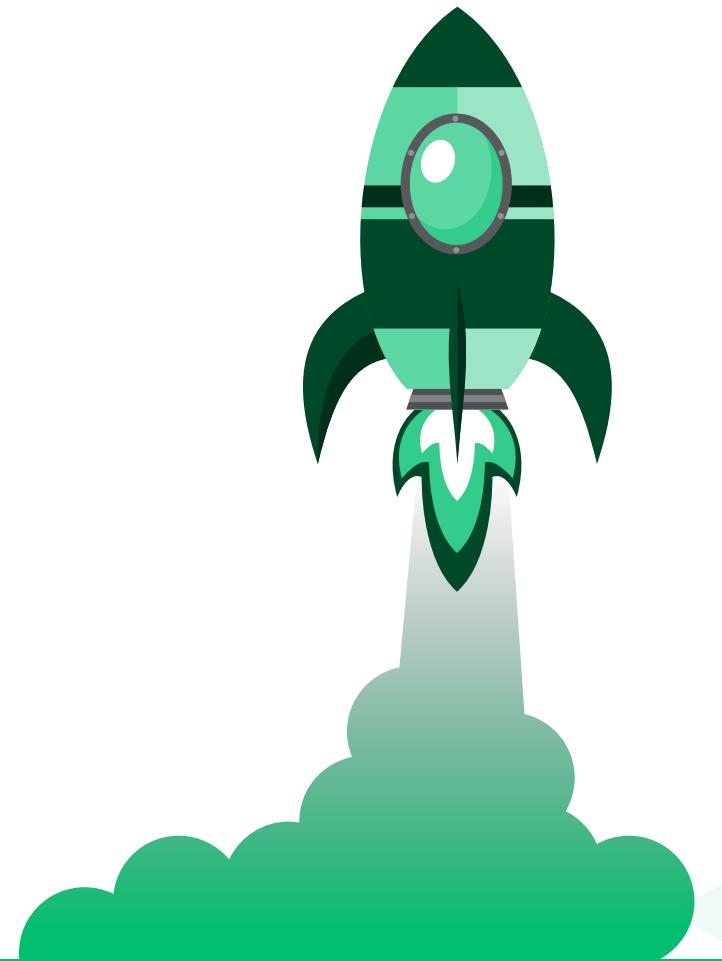
# RESULTS

In December 2013, prior to starting their SEO campaign with Logical Position, GreenDrop ranked on the first page for 22 keywords. Since hiring Logical Position, they have achieved a dramatic increase in keyword rankings year over year. More than three years later, their rankings have jumped from 22 to 719 first-page keywords on Google.

In terms of targeted, organic search traffic, GreenDrop has seen drastic increases year over year (as pictured).

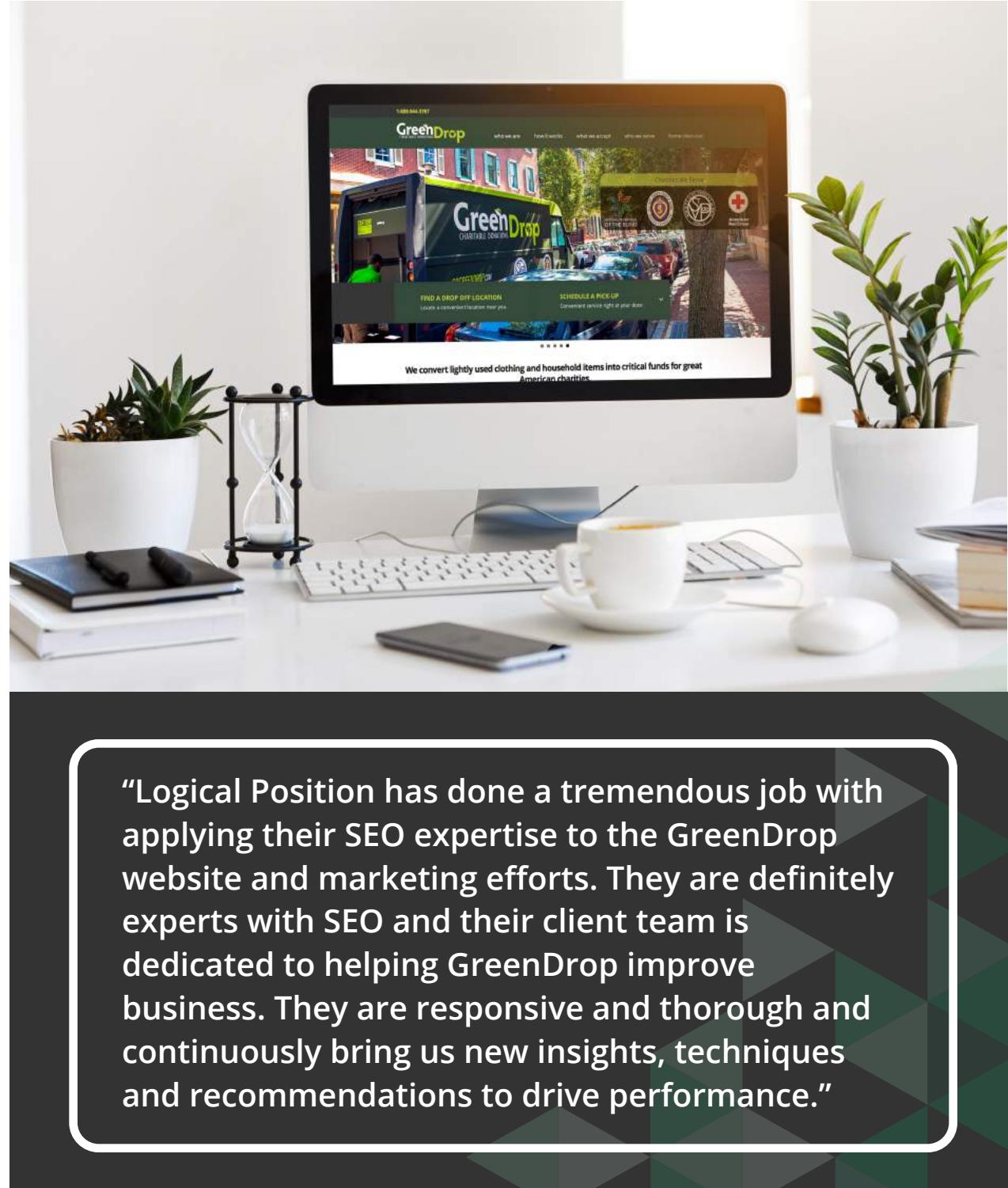
After building the site's domain authority through several approaches, GreenDrop has seen, and continues to see, an increase in not only organic rankings but also in a multitude of long-tail keywords that the company had not ranked for previously.

In terms of targeted, organic search traffic, GreenDrop has seen **DRASTIC INCREASES YEAR OVER YEAR** (as pictured).



# CONCLUSION

Since partnering with Logical Position, GreenDrop has seen tremendous growth in several areas, including relevant traffic and conversion rates. This indicates that their investment in regular SEO consulting has been beneficial and will continue to trend upwards in the future.



"Logical Position has done a tremendous job with applying their SEO expertise to the GreenDrop website and marketing efforts. They are definitely experts with SEO and their client team is dedicated to helping GreenDrop improve business. They are responsive and thorough and continuously bring us new insights, techniques and recommendations to drive performance."