

How First Alliance Logistics Management Saw a 400% Increase in New Sitewide Users



Background

First Alliance Logistics Management (FALM) is a leading provider of pallet sourcing, logistics solutions, and recycle waste stream solutions, serving customers throughout North America. Since 1995, FALM has earned a reputation for increasing efficiency and reducing costs for companies of all sizes. Headquartered in Charlotte, NC, First Alliance offers a combined US supplier network of 225 pallet manufacturing, pallet recycling, and pallet repair companies.

Key Metrics



486%

Increase in First Page Keywords



400%

Increase in New Users (sitewide)



396%

Increase in Users (sitewide)

"Logical Position has been the best marketer that FALM has worked with over the years. The alignment with LP's team has helped serve as a wealth of resources and talent in the marketing realm. LP employees are a host of smart, professional associates that we've enjoyed doing business with in more than one area. Those areas are PPC management, SEO development, design work, website design, and editorials. Logical Position has been instrumental in FALM's considerable sales growth that's funneling in thru the web."

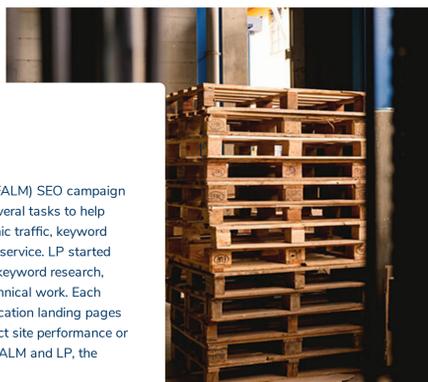
-Jennifer Davis | Controller at FALM

Goals

- To increase local organic traffic and keyword rankings in the Maryland, Virginia, and Delaware areas
- To increase brand awareness
- To increase domain authority

Approach

To start the First Alliance Logistics Management (FALM) SEO campaign off on the right foot, Logical Position performed several tasks to help meet the client's three main goals: increasing organic traffic, keyword rankings, and visibility in the several locations they service. LP started by performing a technical audit, industry-targeted keyword research, created on-site content, and completed various technical work. Each month moving forward, time was spent creating location landing pages and monitoring the site for changes that may impact site performance or user experience. Through the combined efforts of FALM and LP, the initial goals were met and exceeded.

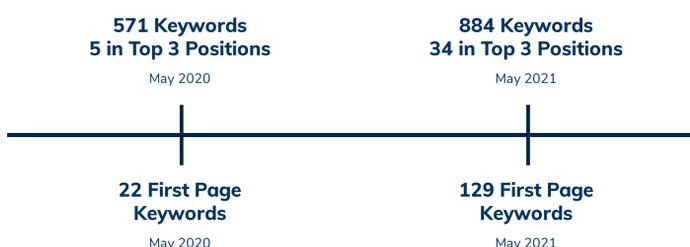


Results

In July 2020, First Alliance Logistics Management (FALM) partnered with Logical Position on a National – Standard SEO campaign.

Since working together, FALM has experienced incredible growth in numerous areas. LP was able to maintain existing organic rankings and traffic and helped FALM continue to grow throughout the duration of the campaign. Comparing year-over-year growth from May 2020 to May 2021, FALM's keywords have grown 55% from May 2020 to May 2021 (571 to 884). When comparing first page keywords, there was an increase of 486% from May 2020 with 22 keywords to May 2021 with 129 keywords.

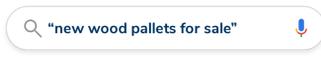
Keywords



Targeted Keywords

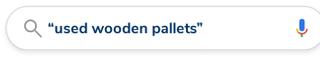
From May 2020 to May 2021

26th → 6th Position



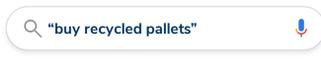
140 searches per month

72nd → 5th Position



590 searches per month

9th → 2nd Position



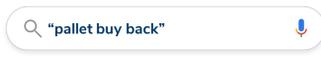
40 searches per month

Not Ranking → 3rd Position



70 searches per month

8th → 4th Position

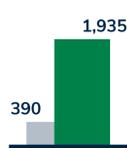


40 searches per month

Based on Google Analytics data, the site's overall organic traffic improved significantly from May 2020 to May 2021. FALM saw a 396% increase in users to its site (390 to 1,935), an 400% increase in new users (365 to 1,824), and a 378% increase in sessions (444 to 2,123).

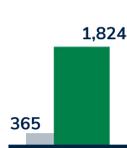
Analytics

■ May 2020 ■ May 2021



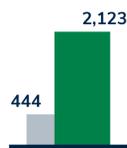
396%

Increase in Users (sitewide)



400%

Increase in New Users (sitewide)



378%

Increase in Sessions (sitewide)

Ready to Find Out What Makes Us Different?

GET STARTED NOW



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