

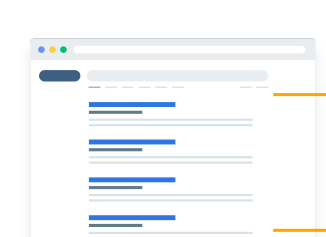
Reaching Organic Success with Rework



Background

[Rework Office Furniture](#) made it their mission to bring used furniture back to life by repurposing, refurbishing, and making it available to business owners throughout the Chicago-land area. Their showroom is loaded with used and refurbished office furniture from top-quality brands. The Rework Team is ready to help create the style you deserve—at great savings. From chairs to conference tables, filing cabinets, desks, and everything in between, you will find it all in our Chicago showroom.

Key Metrics



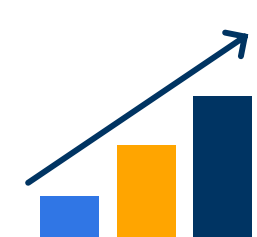
76%

Increase in First Page Keywords



147%

Increase in New Users (sitewide)



141%

Increase in Users (sitewide)



139%

Increase in Sessions (sitewide)

"Rework began working with Logical Position at the end of 2019. One year later, we saw our website traffic increase by over 200% and our conversion rate increase by 258%! Angela has been a great resource, providing insight and recommendations that have helped drive our website traffic. She's been so helpful that we have also begun using Logical Position for our PPC advertising, email marketing, and consultations on our website design. The whole LP team has been an instrumental digital partner, especially as we launch head-first into e-commerce."

– David Karnes, Vice President – Business Development & Administration, Rework

GOALS

- 🎯 To increase overall targeted traffic to the site
- 👁️ To increase brand awareness
- 📊 To increase local organic keyword rankings
- 🚀 To increase site speed



Approach

Throughout the course of the campaign, Logical Position provided on-site content, blog articles, off-site articles, and technical SEO recommendations based on SEO best practices. The initial strategy for the campaign consisted of performing comprehensive keyword research, writing content for existing category pages, and tackling high-level technical work. This process included identifying duplicate content and re-writing unique copy for each page. After all category pages had been optimized, LP's focus shifted to optimizing service pages, providing competitor research, and completing low-level technical work. All work was performed to help Rework reach their goal of increasing their organic keyword rankings for relevant terms, appearing on more local searches, and ultimately driving traffic to their site.

Results

In November 2019, Rework partnered with Logical Position for a Local – Standard SEO campaign. Since working together, Rework has experienced incredible growth in numerous areas. Logical Position was able to maintain existing organic rankings and traffic, and they helped Rework continue to grow throughout the campaign. Comparing year-over-year growth from February 2020 to February 2021, Rework's keywords have grown 71% from February 2020 to February 2021 (1,755 to 3,003). When comparing first page keywords, there was an increase of 76% from February 2020 with 197 keywords to February 2021 with 346 keywords.

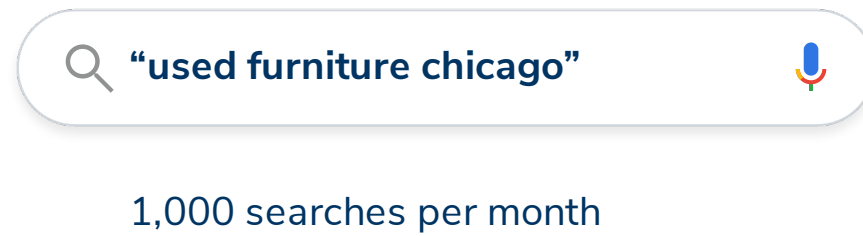
Keywords



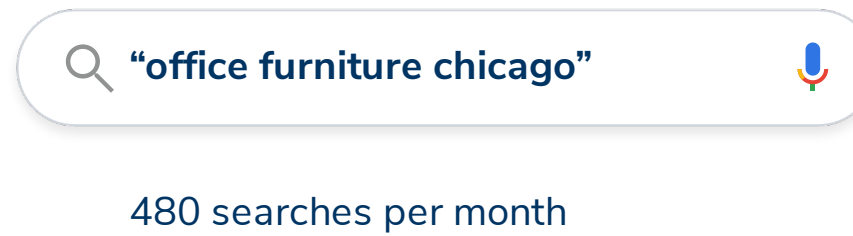
Targeted Keywords

From February 2020 to February 2021

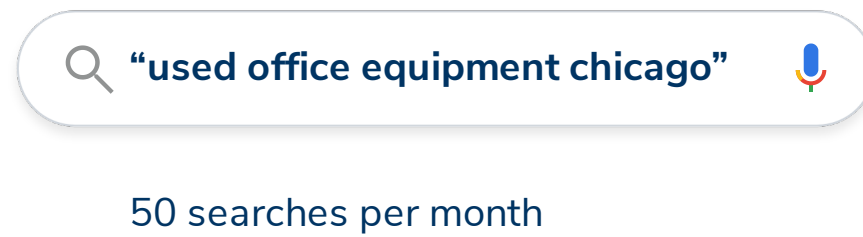
4th → 1st Position



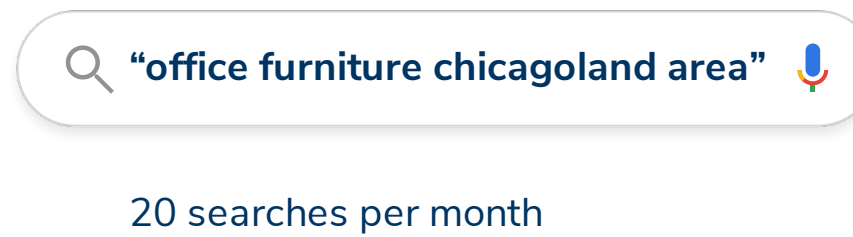
2nd → 1st Position



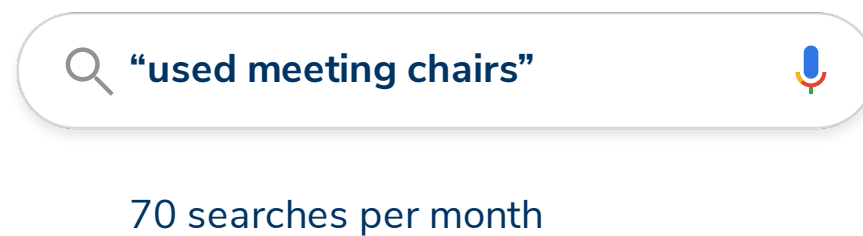
6th → 1st Position



Not Ranking → 3rd Position



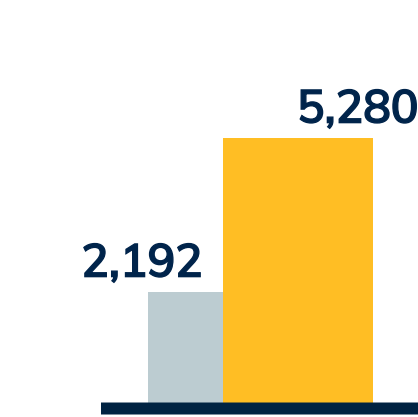
4th → 1st Position



Based on Google Analytics' data, the site's overall organic traffic improved significantly from February 2020 to February 2021. Rework saw an 141% increase of users to its site (2,195 to 5,280), an 147% increase in new users (2,038 to 5,026), and a 139% increase in sessions (2,647 to 6,322).

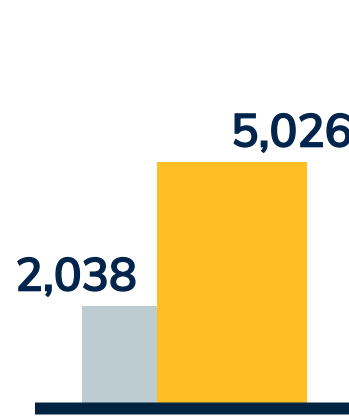
Analytics

■ February 2020 ■ February 2021



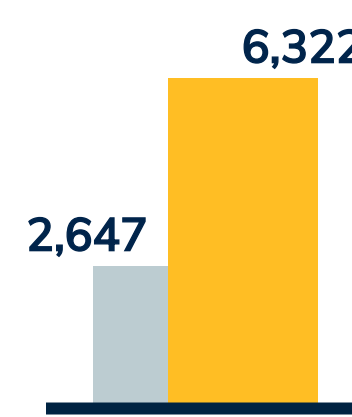
141%

Increase in Users (sitewide)



147%

Increase in New Users (sitewide)



139%

Increase in Sessions (sitewide)

Ready to Find Out What Makes Us Different?



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