



Increasing SEO for RW Water Systems



When RW Water Softener hired us for SEO services and digital marketing, they had just started their online efforts. The website barely registered on search engines, appearing primarily when people Googled the domain, rwatersystems.com. The company was struggling to develop business from a burgeoning online market.

Catching Up with the Competition

As the campaign progressed, the website gradually rose to the top of search engines. Landing pages were constructed for key markets, and the client started to gain traffic from these areas. During an early 6-month period of the campaign, results were positive, with an organic traffic increase of more than 60%.

This growth was significant and a direct result of SEO efforts, from content optimization to landing page creation to link building. Around 48% of visitors to the website were arriving from search engines, with about 90% of that number being new to the site. At this point, our SEO team was only getting started with the campaign. In the coming months, we would see organic traffic increase by around 15% every month.

More than a year into the campaign, we started to see big spikes. It took months of hard work and steady progress to start seeing these dramatic “spikes” in traffic. The campaign reached a point where today, its traffic is up by 430% compared with August of a year ago.



The Success

SEO is often perceived as a short-term strategy. However, this is a strategy that requires fine-tuning and updates for the life of the website to drive organic traffic and beat out your competition.



Continued Success

RW Water Softener could have easily stopped SEO services at the six-month mark, after good keyword gains and the 60% traffic increase. But they decided to keep going, and they experienced phenomenal growth because of their commitment to an ongoing digital marketing campaign.

In the SEO industry, we like to describe our work as a marathon, not a sprint. Nothing makes this clearer than the above results. Commitment to your digital marketing campaign will involve lots of communication, hard work, and trust. But if you keep going, the results will be incredible. Looking for a good place to start? Then let us talk about how we can help your business!