



## CASE STUDY

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Search Berg's SEO efforts helped Civil Service Success dominate their niche. The client now **ranks as number one** on Google's SERPs for **20 keywords!**

# A Little About Civil Service Success

Civil Service Success is an organization that successfully prepares candidates for a range of civil service positions and federal exams. Established in the 1960s, the organization helps individuals get appointed as police officers, firefighters, court officers, and sanitation workers. With an experience of around 50 years, their quick registration process and effective classes have helped several of their students pass federal exams with flying colors.

Civil Service Success offers courses for:

- Suffolk County Police Exams
- New York City Sanitation Exams
- New York City Firefighter Exams (FDNY)
- New York State Court Officers Exam
- New York City Police Exams
- New York State Trooper Police Exams
- Nassau County Police Exams
- Suffolk & Nassau County Corrections
- Suffolk & Nassau Sheriff

# Identifying The Performance Gaps

Civil Service Success has a niche target audience. These are individuals who need assistance in qualifying for civil service and various other federal exams. They needed a sure-fire way to **grab client attention, market its services, and compete with industry leaders.**

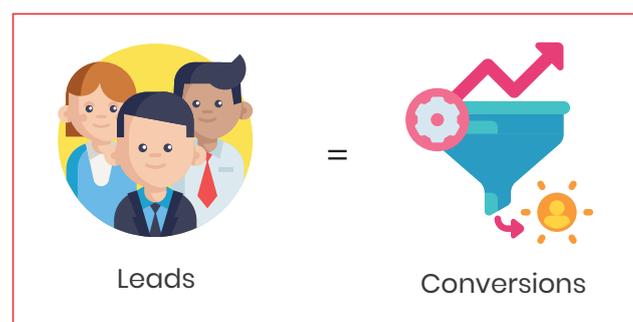
So, how was Civil Service Success going to make their mark? By focusing on where their competition wasn't—the internet!

To **reach a wider local audience** and **improve their online visibility**, Civil Service Success partnered with Search Berg to employ effective SEO strategies.

# Creating A Game Plan

Our strategies revolved around combining SEO activities with a compelling content marketing and social media market strategy that included publishing keyword-rich and engaging content on several channels to increase rankings.

A higher website would lead to more leads and generate more conversions.



# Setting The Stage For Success The Search Berg Way!

We knew that the digital marketing strategy and SEO campaign for Civil Service Success must present their instructive courses as a solution to the target audience's issues. To do this, we used a multi-faceted approach to bring in traffic to the website.

We employed a comprehensive SEO strategy that included:

- Using content marketing in the form of blogs and article
- Utilizing the power of social media through social media marketing
- Website optimization and link building to generate more traction

The results? Impeccable!

See for yourself.

## Here's All That We Accomplished

Civil Service Success began to reap the benefits of our effective SEO strategy almost as soon as it was deployed.

Our reports showed that the website was quickly rising to **the top of Google SERPs**. They had no online presence on search engine results but our SEO strategies had helped them soar in no time!

# Comparative Analysis Of The Keyword Rankings

The table shows some of these keywords, their ranking before Civil Service Success signed up with us, and their ranking after we employed our SEO strategies.

S. No.	Keywords	Rank Before SEO	Rank After SEO
1	Court Officer Exam Prep Westchester	N/A	1
2	Suffolk county police exam tuition	35	1
3	NYC Sanitation officer test	N/A	1
4	NY's court officer exam classes	N/A	1
5	Suffolk county police exam prep	N/A	1

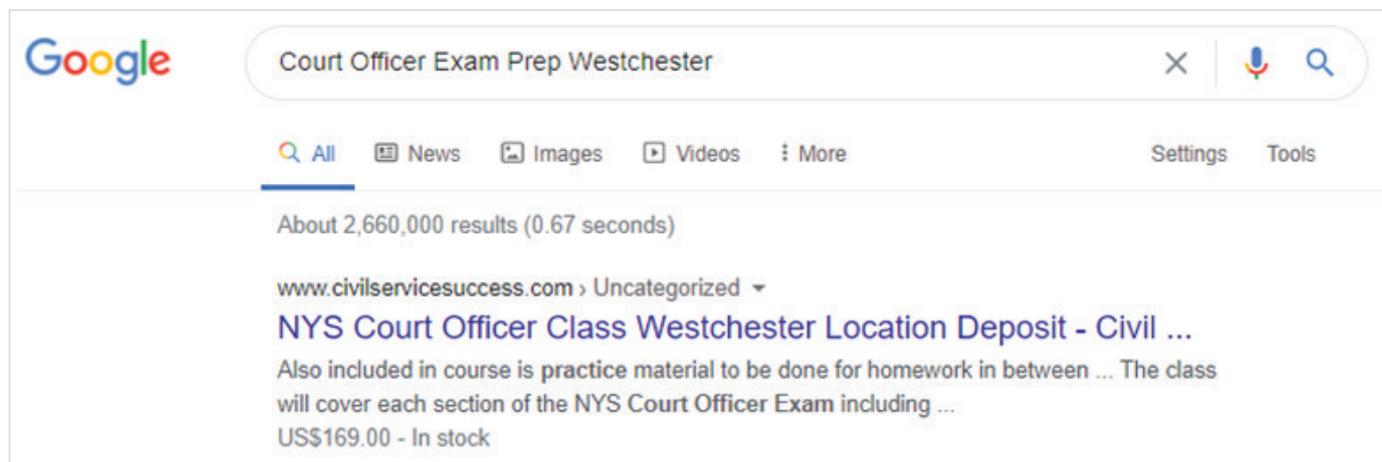
*Table 1: Keywords and rankings for Civil Service Success*

Our reports showed that:

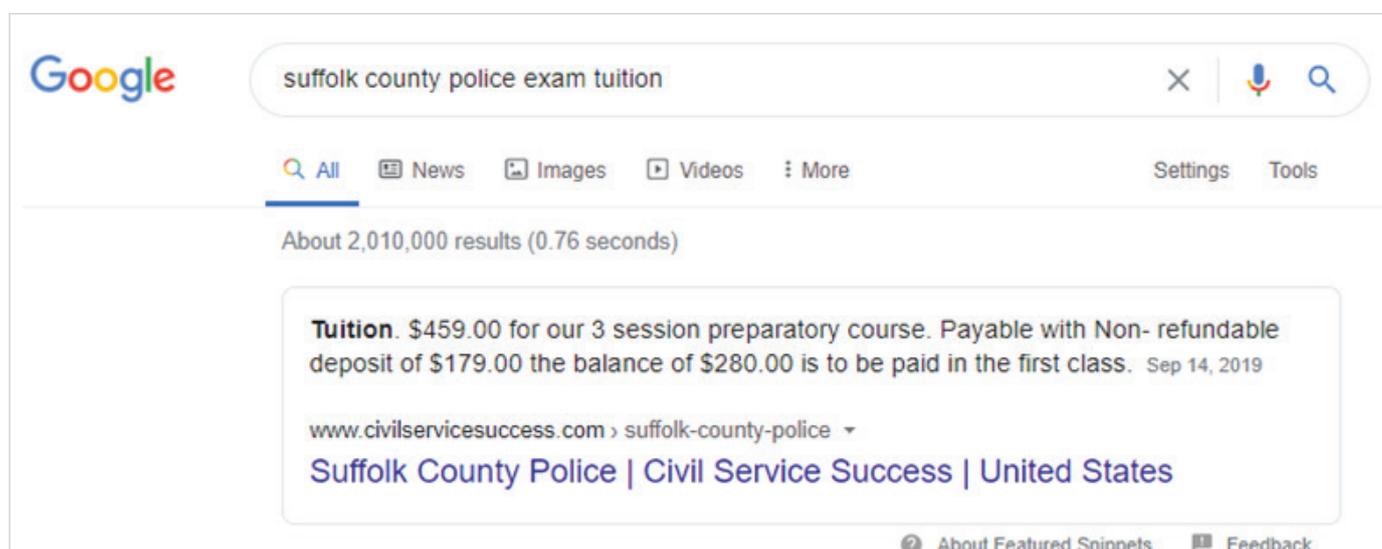
- Civil Service Success was ranking on the first page of Google search engine results for 20 industry-relevant keywords
- And as 2nd and 3rd on the first page for 23 industry-relevant keywords.

# Top Ranking Keywords As Seen On Google

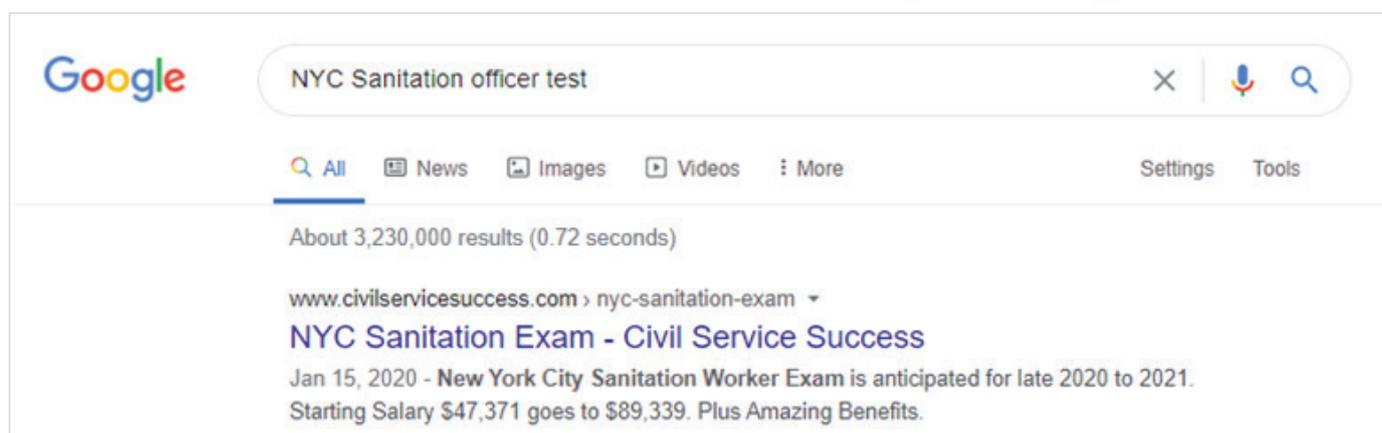
Here's a quick peek at how the high ranking keywords appear on Google's search results...



Google search results for "Court Officer Exam Prep Westchester". The search bar shows the query and a search icon. Below the search bar are navigation links for All, News, Images, Videos, and More. The results show approximately 2,660,000 results in 0.67 seconds. The top result is from www.civilservicesuccess.com, titled "NYS Court Officer Class Westchester Location Deposit - Civil ...". The snippet includes details about the course content and price: "Also included in course is practice material to be done for homework in between ... The class will cover each section of the NYS Court Officer Exam including ... US\$169.00 - In stock".



Google search results for "suffolk county police exam tuition". The search bar shows the query and a search icon. Below the search bar are navigation links for All, News, Images, Videos, and More. The results show approximately 2,010,000 results in 0.76 seconds. A featured snippet is displayed, stating: "Tuition. \$459.00 for our 3 session preparatory course. Payable with Non- refundable deposit of \$179.00 the balance of \$280.00 is to be paid in the first class. Sep 14, 2019". Below the snippet is the source: www.civilservicesuccess.com > suffolk-county-police > Suffolk County Police | Civil Service Success | United States. There are also links for "About Featured Snippets" and "Feedback".



Google search results for "NYC Sanitation officer test". The search bar shows the query and a search icon. Below the search bar are navigation links for All, News, Images, Videos, and More. The results show approximately 3,230,000 results in 0.72 seconds. The top result is from www.civilservicesuccess.com, titled "NYC Sanitation Exam - Civil Service Success". The snippet includes details about the exam: "Jan 15, 2020 - New York City Sanitation Worker Exam is anticipated for late 2020 to 2021. Starting Salary \$47,371 goes to \$89,339. Plus Amazing Benefits."

# A Spike In Organic Traffic

Our link building efforts focused on diverting organic traffic to Civil Service Success's website. There was a remarkable improvement in organic traffic flow by **122.42 percent**, with **83465 organic visitors** in just the last five months!

Take a look at Figure 1:

1 Jan 2020 – 31 May 2020  
Compare to: 2 Aug 2019 – 31 Dec 2019

Acquisition		
Users	New Users	Sessions
<b>122.42%</b> ↑ 83,465 vs 37,526	<b>126.57%</b> ↑ 79,464 vs 35,072	<b>127.03%</b> ↑ 108,016 vs 47,578

Figure 1: An improvement in organic traffic for Civil Service Success

# An Improvement In The Overall Mobile Traffic

We optimized the client's website with **high-traction keywords** and made it mobile-friendly to capitalize on the search traffic coming in from smartphone users.

Figure 2 shows that our efforts yielded a whopping **94 percent increase** in the overall organic traffic being diverted to the website through mobile, **in just five months!**

Acquisition		
Users	New Users	Sessions
<b>94.63%</b> ↑ 123,877 vs 63,649	<b>126.57%</b> ↑ 120,391 vs 62,948	<b>127.03%</b> ↑ 169,256 vs 88,890

Figure 2: Organic traffic flow to the website

# Focusing On A Winning Content Marketing Strategy!

We used engaging and keyword-optimized content that addressed the needs of the target audience. We divulged useful information regarding civil service exams and presented the client's services as the solution.

The relevance of these [blogs](#) and articles quickly increased the overall organic search!



## Why Firefighters Need Emotional Intelligence

By admin | May 4th, 2020 | Blog

In high-risk and perilous occupations such as firefighting, the conversation [...]

[Read More >](#)

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## Common Myths About Law Enforcement Careers —Debunked!

By admin | May 2nd, 2020 | Blog

Common Myths About Law Enforcement Careers—Debunked! When it comes to [...]

[Read More >](#)

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# A Result-Driven Social Media Marketing Strategy

Our social media strategy was the biggest asset to Civil Service Success's overall SEO strategy!—primarily because we were targeting young individuals active on social media who were interested in taking the civil service exams.

We used hashtags to drive traffic to the posts on several social media platforms. The result? Website traffic **increased by a whopping 379 percent!**

Acquisition		
Users	New Users	Sessions
<b>379.03%</b> ↑ 7,195 vs 1,502	<b>387.22%</b> ↑ 7,128 vs 1,463	<b>364.01%</b> ↑ 7,800 vs 1,681

Figure 3: Social traffic generated for Civil Service Success

# Google Maps Drove More Visits To The Website

We posted promotional ads on Google My Business to direct local customers to the client's website, and the results were promising. Figure 4 shows the progress over just one quarter:

- 26 calls were made to Civil Service Success
- 105 new visitors found their website through Google Maps



Figure 4: Customer actions through Google Maps in the last two months

# Some Of Our Published Work!

To take a look at some of our work, check out some of our published content for Civil Service Success:

## INFOGRAPHICS

Stunning and informative infographics!

**ESSENTIAL INTERVIEW TIPS FOR**  
*Civil Services*

Civil service organizations have their standards set quite high.

This makes it impossible for everyone to pass through their tests and interview.

**HERE ARE SOME TIPS TO HELP YOU SUCCEED:**

**Research** 1

Walking to an interview unprepared will only send you back home!

Research well on possible questions to be asked.

Be prepared for behavioral questions as well, where they'll give you scenarios and scrutinize your response.

**FIRE FIGHTER**  
*Eligibility Requirements*

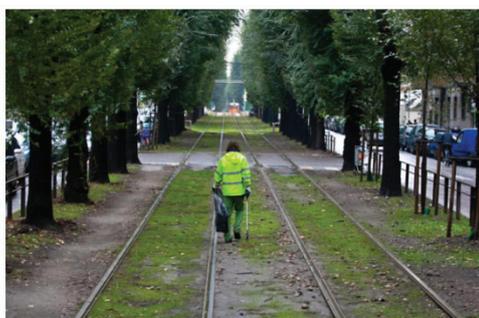
If you have the desire to serve humanity, the firefighter department might be a good option to consider.

**A NYC FIREFIGHTER MUST:**

- Pass physical ability test.
- Pass computer-based test.
- Be a U.S. citizen.
- Be able to prove identity and the right to work in the United States.

## BLOGS

Detailed, engaging, and keyword-rich blogs!



### An Ode To Sanitation Workers—A Vital Cog In The Health System

The coronavirus outbreak is one of the biggest healthcare crises that we've seen in a very long time. It's no lie that our healthcare system is overwhelmed and as the death toll continues to rise—there's a general agreement that we were blindsided when nCovid-19 showed up at our doors. If anything, there's a lesson here for all of us to consider—we're always better off erring on the side of caution and investing in industries that might not seem useful at the moment. Because if we don't invest in them right now, we'll be at a loss for what to do when the need for these industries rises—like right now.



### Why Become A Court Officer? 5 Benefits You Can't Ignore

A court officer's job isn't simple—in many ways, it's equally as complex as a police officer's job even if it's contained within the premise of a courthouse. Much like police officers, court officers [are required to wear uniforms](#) and carry firearms—they're responsible for maintaining law and order in courts throughout New York (If they're employed in State of New York) and have the authority to make arrests too.



### 5 Tips To Make The Most Of Your Live Online Class

With the Coronavirus spreading havoc and disease throughout New York, a lot of educational institutions—us included—have begun offering online classes. It's not the most conventional of approaches and it's taking a while for both teachers and students to come to terms with these new dynamics. From what we understand, faulty internet connections and figuring out the software is only the beginning of the list of problems people are facing with respect to their schoolwork.

# ARTICLES

Interesting and educational articles posted on popular third party websites!

## Keep Calm And Stay Focused—Expert Study Tips For Civil Service Exam Students

April 07, 2020

As the world fights the [Coronavirus pandemic](#), over 180 countries have [implemented nationwide closures](#), impacting nearly 97% of students globally. During these unprecedented times, it's crucial that students remain positive and focused.



With students homebound for weeks at a time, either by themselves or quarantined with their partners or families, [study preparations for the civil service exams](#) will need an adjustment to allow you to fully focus.

Here are some easy-to-follow study tips for staying on task and managing the COVID-19 stress while still achieving your academic goals:

### Make a plan

Planning is one of the best stress management techniques that can help you stay on track of your academic work. Before you start studying, make a note of all the resource documents and information you'll need; this includes the exam dates, guidelines, quizzes, practice questions, online classes schedules etc. Plug the important dates into a calendar, and then break each week into a study schedule that

## Careers In Government: What Does It Take To Become A Court Officer?

April 15, 2020

Also referred to as "court security officers" or "bailiffs", court officers work to provide administrative and enforcement support in varying capacities to defendants, juries, judges, and the public. The duty of a court officer mainly involves maintaining peace and order in a courtroom. While fewer confrontations and disturbances occur in courtrooms compared to other government offices and facilities where correctional officers work, court officers still have to remain alert and armed at all times.



## Role of Police Department in Containing the Spread of Coronavirus

April 17, 2020

With the global number of confirmed positive cases being [well over a million](#) now, the coronavirus pandemic is showing no signs of slowing down, and the virus continues to impact all aspects of our lives. While healthcare professionals across the country being deservedly lauded for their heroic efforts in the battle against COVID-19, the pivotal role being played by law enforcement agencies has somewhat taken a backseat.





# Hire Search Berg To Dominate SERPs!

Our targeted social media campaigns and keyword-optimized content related to customer issues is what ultimately put Civil Service Success on the map. With stronger calls-to-action and a credible local reputation, the client now benefits from increased conversion rates like never before!

[Search Berg](#) provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a [call!](#)