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RHK Electrical CASE STUDY

Very rarely do we come across inspiring success stories that solidify our belief in what we are doing. RHK Electrical is one such true story of how a business on the verge of bankruptcy benefits from SEO and transformed their fortunes within months.

The Texas-based business has been a client of Search Berg for 15 months. Today they enjoy high rankings in Google, most keywords on the 1st page and 1st position and high organic traffic that brings them new clients, more calls and more sales.

Our Strategy

Search Berg utilized a content-driven strategy to enhance RHK's online presence and visibility. High quality, relevant content focusing on the right keywords is the foundation of an effective SEO campaign. Combine that with a white hat approach to link building and sound local SEO techniques, RHK Electrical, based in Cypress, TX were off to a good start.

Step #1: The SEO Perspective

- Our keyword analysis technique went beyond the demand (search volume) of a particular keyword and into what would get RHK to the top! Relevance, tone, competition and ROI—we considered all of these factors to zero in on a list of strategically-devised keywords.
- We targeted mobile users and optimized the site to rank in mobile searches so that users can find RHK when they use terms “near me”, “nearby” along with our target keywords

- We created keywords that matched natural language—i.e., search terms usually adopted by people using voice search.
- Local SEO has improved internet marketing outcomes for many businesses operating on a small-scale local basis. For RHK Electrical, we focused on targeting keyword towards both residential and commercial consumers in that particular locality.

Step #2: The Content Perspective

- Keywords are the most essential part of any SEO campaign, but their effectiveness is also determined by quality of the content. Google, Yahoo and Bing search engine algorithms, user-preferences and standard online marketing rules and regulations all come into play when content is ranked.
- We complied by all standards on content development, and complemented this practice with our creativity to develop content that was **a) SEO-friendly; b) informative; c) engaging and d) one that has an authentic voice.**

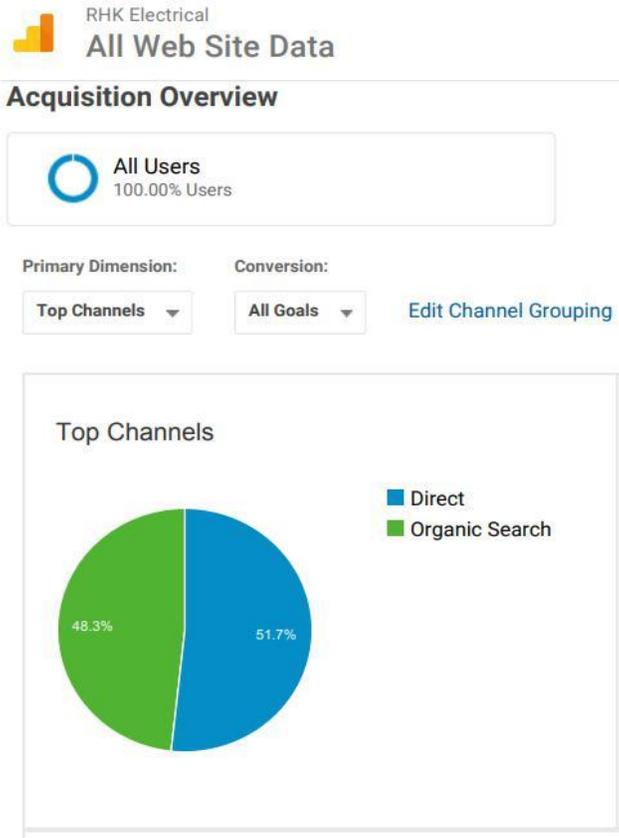
Step #2-a: Content Components

- **Articles:** Content pieces were created based on topics RHK's targeted audience.
- **Blog Posts:** Blog posts focus on consistency in branding and promoting products/services.
- **Guest Posts:** Similar to articles and blog posts, published on credible blog sites, relevant to the client's target audience. The strategy was to promote RHK as an industry expert.
- **Press Release:** Highly-specific content pieces that acted as third-party endorsements.
- **Infographics:** Visual content gains three times more traction than written content. **Videos:** See link here:
<https://www.youtube.com/watch?v=49VqMjdfu98>
- **Social Media Posts:** Posts that link to RHK Electrical's own content (blogs and webpages) and content by authoritative institutions; aimed to drive traffic on the website.

RHK Rankings (Dec 2018)

SEO Impact & Status					
		Before SEO	30-Nov	8-Dec	24-Dec
		7-Aug			
#	Keywords				
1	LED lighting solutions Cypress TX	Not Ranked	1	2	1
2	LED Services Cypress	Not Ranked	3	1	1
3	LED Services Cypress TX	Not Ranked	1	1	1
4	LED Sign Service Cypress	Not Ranked	1	1	1
5	LED Sign Service Cypress TX	Not Ranked	1	1	1
6	LED Sign Services Cypress	Not Ranked	1	1	1
7	LED Sign Services Cypress TX	Not Ranked	1	1	1
8	Transformers Service Cypress	Not Ranked	3	1	1
9	Transformers Service Cypress TX	Not Ranked	2	2	1
10	Transformers Services Cypress TX	Not Ranked	1	3	1
11	electrical contractor Cypress TX	Not Ranked	10	3	2
12	Electrician Services For Office Cypress TX	Not Ranked	5	3	2
13	industrial electrical service Cypress	Not Ranked	2	4	2
14	LED Service Cypress	Not Ranked	4	3	2
15	reliable electrical services Cypress TX	Not Ranked	5	2	2
16	Electrician for Office Cypress TX	Not Ranked	7	6	3
17	industrial electrical service Cypress TX	Not Ranked	10	10	3
18	LED lighting solutions Cypress	Not Ranked	2	9	3
19	Transformers Services Cypress	Not Ranked	1	1	3
20	commercial electrical service Cypress	Not Ranked	13	16	4
21	Cypress TX Electrical Services	Not Ranked	11	4	5
22	LED Service Cypress TX	Not Ranked	11	14	5
23	Lighting Maintenance Services Cypress TX	Not Ranked	13	10	5
24	reliable electrical services Cypress	Not Ranked	8	7	5
25	Electrician for Offices Cypress TX	Not Ranked	10	6	6
26	Electrician for Home Cypress	Not Ranked	6	12	8
27	Electrician Services For Home Cypress	Not Ranked	10	11	8
28	electricians Cypress	Not Ranked	10	8	8
29	electricians Cypress TX	Not Ranked	10	8	8
30	Power backup Services Cypress	Not Ranked	Not in 200	Not in 200	8
31	Electrical Service Cypress TX	Not Ranked	14	9	9
32	Electrical Services Cypress TX	Not Ranked	13	7	9
33	Lighting Maintenance Service Cypress	Not Ranked	7	5	9
34	Lighting Maintenance Service Cypress TX	Not Ranked	8	8	9

RHK Analytics Data (Dec 2018)



The Results

RHK Electrical now ranks on the 1st page of Google search engine result pages (SERPs) for almost 2 dozen keywords. For a business that's operating in a market that's highly competitive, ranking on the first page of Google is no easy feat.

Substantial rise in both organic and direct traffic. Their organic traffic accounts for 48% of all overall traffic. That means almost half of the people visiting their site are finding them in Google based on our SEO work.

They are getting calls, more orders and couldn't be happier considering they almost filed for bankruptcy.

Conclusion

RHK Electrical's story is a rare true inspiring tale of businesses transformed by SEO. Rankings, Traffic, Conversions, Revenue. What more can a business ask for. Contact Search Berg and transform your website today!