

Case Study - House Cleaners

The client:

This is a home cleaning company in NYC - one of the most competitive cities in America. They were a brand new business struggling to get leads in.

Niche:

House Cleaners

The Solution:

We worked on revising the internal linking strategy on the site to push forward rankings for their main pages. We also added technical aspects, like advanced Schema Markup, to capture more real estate on the SERPs and attract high-quality traffic that will convert.

The Results:

Our efforts greatly impacted the organic keyword saturation and traffic in the first 90-days. This will lead to better conversions on the site as they move into their next quarter of optimization.

Organic keywords

☒ 1-3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51+



Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position
+ regular cleaning	4	250	32	1.93	18		0	5
+ cleaning services hoboken nj	3	30	1	5.74	1		0	8
+ essential oil for carpet cleaning	2	10	2	0.97	0		0	8
+ dust mite cleaning services	2	30	0	1.87	1		0	8
+ cleaning service hoboken	2	200	1	6.25	10		0	8
+ hoboken cleaning service	3	250	1	6.25	11		0	8
+ regular cleaning vs deep cleaning house	4	30	6	1.24	1		0	9
+ cleaning for real estate agents	2	40	2	2.81	1		0	9
+ hoboken cleaning	3	50	1	3.79	2		0	9
+ standard vs deep cleaning	1	40	5	1.55	1		0	9
+ house cleaning hoboken	3	50	1	4.07	2		0	9
+ difference between standard and deep cleaning	3	20	6	N/A	1		0	9
+ cleaning services hoboken	4	200	1	6.25	7		0	9
+ deep cleaning means	3	N/A	12	N/A	0		0	9
+ post renovation cleaning services nyc	5	100	4	6.00	4		0	9
+ standard cleaning vs deep cleaning	2	150	5	1.52	4		0	9

Keyword	Rank	Change	Rank	Change
housemaid services near me	-	-	15	35 ↑
			18	+
			41	+
cleaning services near me	-	-	4	1 ↑
home cleaning service	3	0	3	1 ↑
maid cleaning service	-	-	5	1 ↑
move out cleaning	2	0	1	1 ↑
apartment cleaning	2	0	2	0
apartment cleaning jersey city	3	0	3	0
cleaners jersey city	-	-	16	0
cleaning service in jersey city	3	0	3	0
cleaning services	-	-	4	0

Performance



- ☐ Referring domains
- ☐ Domain Rating
- ☐ URL Rating
- ☒ Organic traffic
- ☐ Organic traffic value
- ☐ Organic pages
- ☐ Paid traffic
- ☐ Paid traffic cost

