

*Golden Fleece Farm:  
Case Study*

Increasing  
Website Traffic via  
SEO Management



# The Client:

This client operates out of Pennsylvania and offers traffic control services for construction sites on highways and roadways. They provide temporary and permanent road signage, as well as traffic control personnel.

They hired Golden Fleece Farm in conjunction with DB Advertising to optimize their website for both Google and Bing search. Social media management and blogging services were also provided.

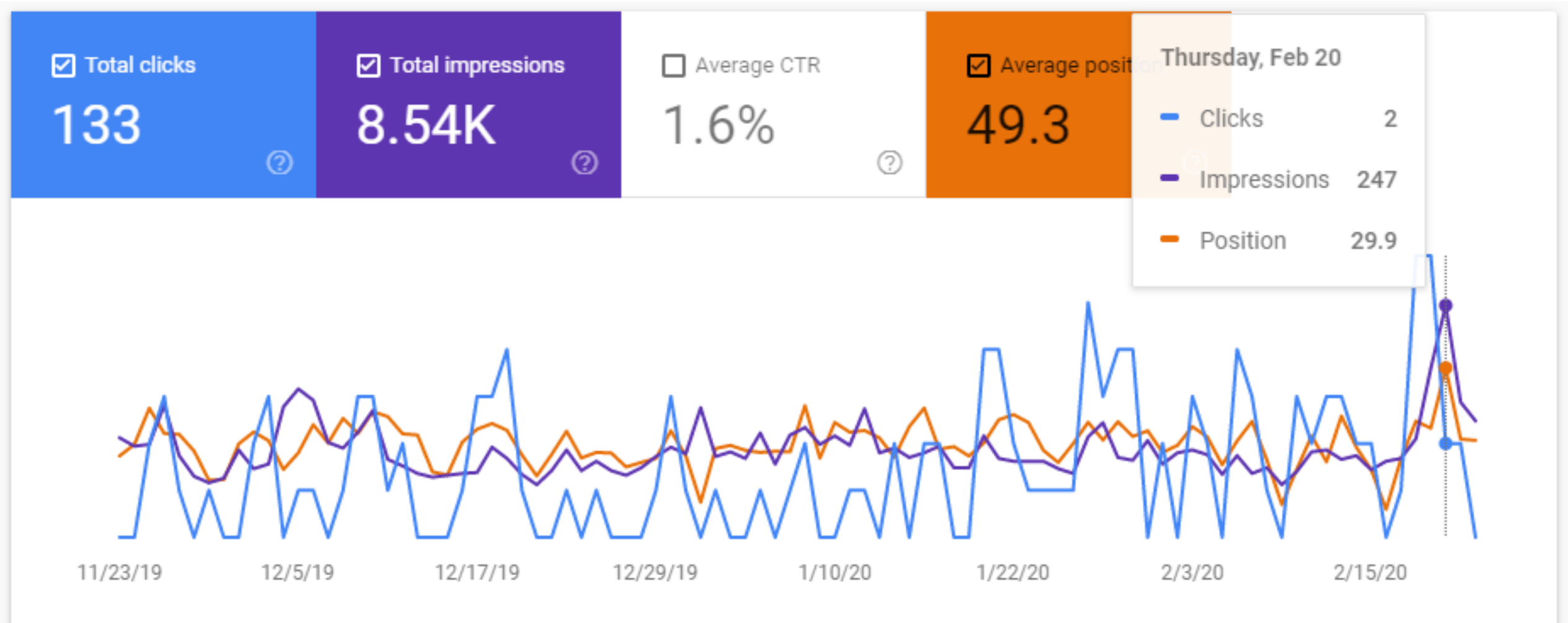


# The Goal:

Our goal was to increase the client's traffic from search engines and to boost the site's position on those search engines. All the while, we maintained a professional appearance for visitors to the website.



# The Result:



Immediately following our work on the site (February 16th), there was a large uptick in impressions, clicks, and the position of the site.

Previously the site had averaged:

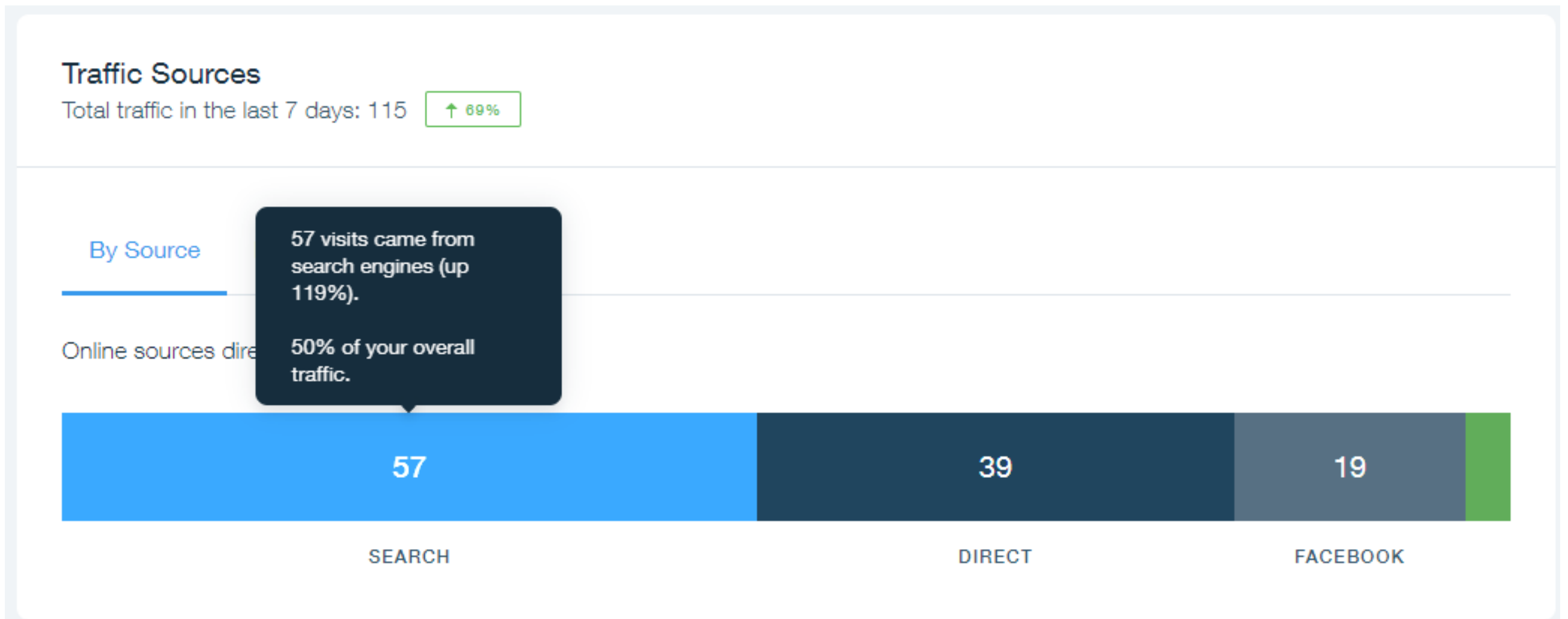
- Search Engine Ranking - 40
- Clicks - 2.5/day
- Impressions - 100/day

After our efforts, the site averaged:

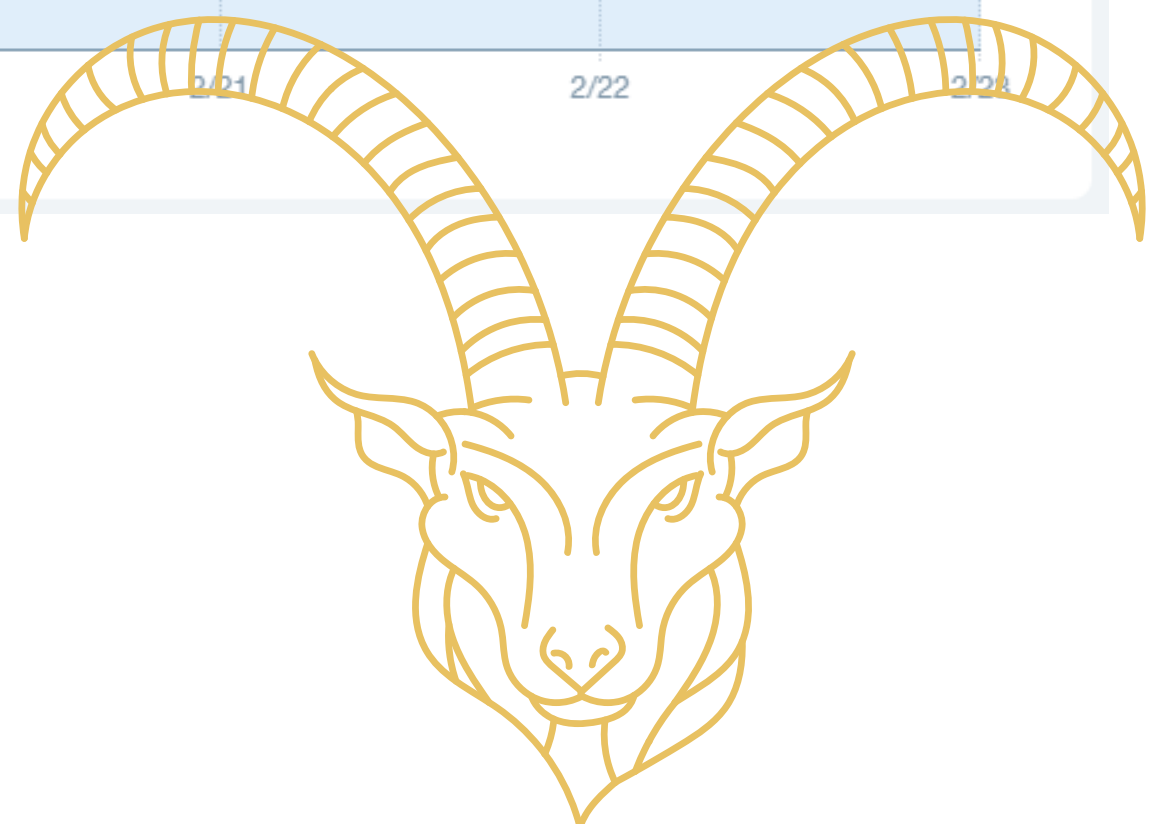
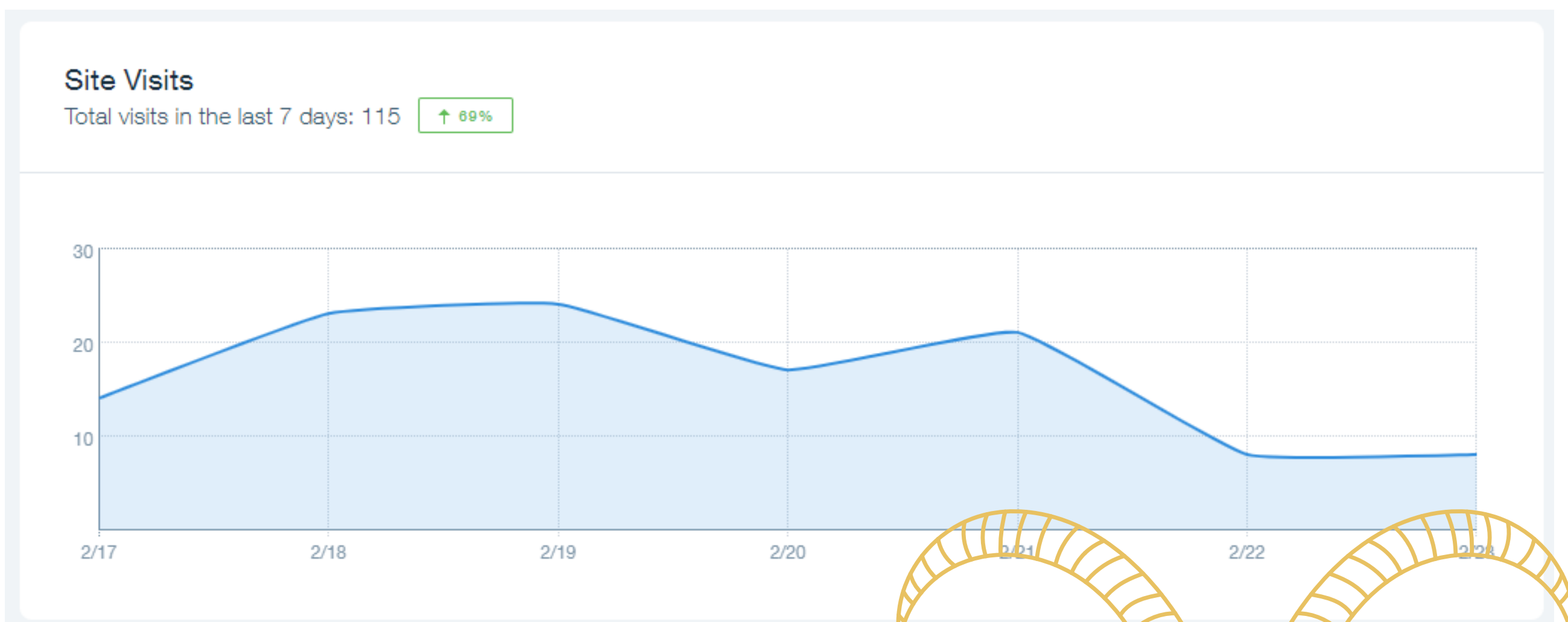
- Search Engine Ranking - 29.9
- Clicks - 6/day
- Impressions - 240/day



# The Result:



In the week after the site was optimized for search engines, traffic from major search engines increased 119 percent and overall traffic increased by 69 percent.



# *In Summary:*

Golden Fleece Farm and DB Advertising Solution's efforts led to:

- More than double the average clicks
- 150% increase in impressions day/day
- Ten places higher up in search engine rankings
- 119% increase in traffic from search engines
- 69% increase in overall site traffic





*The first step to more business  
is more traffic to your website.*

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the same results. Contact us at  
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