

# FV RECYCLING SEO CAMPAIGN

STRATEGIC CAMPAIGNS | MARKETING | 314C. SEARCH ENGINE OPTIMIZATION



CRAIG GROUP

STRATEGIC DIGITAL MARKETING

FV Recycling is a recycling company located in the Southeast United States, serving businesses in manufacturing, warehousing, retail, big box stores, government, and municipalities. The company's services include recycling paper, plastic, aluminum, and cardboard, as well as serving as a broker to help businesses sell their recyclable materials. Even with a great reputation for service, FV Recycling faces stiff competition from dozens of other commercial recycling companies in the region, many of whom use paid advertising on search engines to attract customers.

# 100%

Initial increase in organic traffic

# 150%

Initial increase in organic conversions

# 26%

Increase in tracked keyword visibility

