



Background for FV Recycling SEO Campaign

The goal of the FV Recycling SEO campaign is to increase traffic by ranking for a broader range of relevant search phrases, and to bring in new traffic from specific geographic areas.

The KPI's that indicate improved SEO performance include organic search impressions, organic clicks, keyword rank improvements, and increase in organic conversions. In order to improve organic performance, a number of on-site and off-site actions were taken including:

- Improving on site linking and off site backlinks.
- Diversifying the relevant phrases in our headlines, titles, meta content and copy to ensure it suits Google's NPL (natural language AI)
- Creating and optimizing new content pages specifically focused on new geographic regions.
- Ensuring that all appropriate pages are crawled and indexed.
- Optimizing other Google properties such as Google Business by using high quality copy in descriptions, selecting appropriate categories, and adding image meta content to help geographic targeting.
- And many other tactics.

Although SEO work may not be seen as a creative endeavor, the effort to diversify the relevant phrases in our copy and headlines to best suit Google's NPL and aid in geographic targeting required both creativity and analytical thinking skills. In that way, good SEO work is both an art and a science - and has the advantage of being very measurable.

Upon working on the initial SEO on-site cleanup of technical issues, optimizing new content pages and setting up Google Search Console tracking we recorded:

- 85 branded and non-branded phrases bring page one Google results.
- 100% initial increase in organic traffic (August over July)
- 150% increase in organic conversions (phone calls, contact form, and customer service requests)
- 26.09% increase in our tracked keyword visibility

2. Organic Search	
Aug 1, 2022 - Aug 31, 2022	829 (38.20%)
Jul 1, 2022 - Jul 31, 2022	414 (24.76%)
% Change	100.24%

Conversion goals:

Source / Medium	Goal Completions	% Goal Completions
1. (direct) / (none)		
Aug 1, 2022 - Aug 31, 2022	46	51.69%
Jul 1, 2022 - Jul 31, 2022	35	58.33%
% Change	31.43%	-11.40%
2. google / organic		
Aug 1, 2022 - Aug 31, 2022	25	28.09%
Jul 1, 2022 - Jul 31, 2022	10	16.67%
% Change	150.00%	68.54%
3. eduardo / org		

Keyword	Intent	SERP	SERP Features	Pos.
commercial aluminum recycling	C	🔍	📍 ☆ 🔗 📺 ? 📄	📍 1
commercial paper recycling	C	🔍	📍 ☆ 🔗 📺 ? 📄 📄	📍 1
newspaper recycling near me	T	🔍	📍 🔗 ? 📄 📄	📍 1
cardboard bale pickup	I	🔍	? 📄	1
recycling brokerage system	I	🔍	👑 ☆ 📺 ? 📄 📄 📄 📄	👑 1
cardboard bale pickup service	I	🔍	☆ 🔗 📺 ? 📄	1
cardboard brokers	N	🔍	☆ 📄 📄	1
cardboard recycling near me	T	🔍	📍 🔗 📺 ? 📄 📄	📍 1

cardboard bales recycling	I			1
commercial cardboard recycling near me	T			1
cardboard bale pickup service near me	T			1
cardboard bales recycling near me	T			1
commercial cardboard recycling	C			1
cardboard dropoff near me	T			1
recycling brokers	I C			2
recycling dumpsters	C			2
waste and recycling company	C			2

commercial waste recycling	C	🔍	📍 🔗 📺 ? 📄 📄	3
waste disposal near me	T	🔍	📍 ☆ 🔗 ? 📄 📄	📍 3
bale route service	I	🔍	☆ ? 📄	3
plastic bale route service	I	🔍	? 📄 📄	3
cardboard dumpster rental	C	🔍	📍 ☆ 🔗 ? 📄 📄	5
recycling services for businesses	C	🔍	📍 ☆ 🔗 ? 📄 📄	📍 6
cardboard baler repair	C	🔍	📍 📺 📄 📄 📄	10
baled cardboard collection	I	🔍	📍 🔗 ? 📄 📄	11
cardboard baler rental near me	T	🔍	📍 📺 ? 📄 📄	11
dumpster rental hattiesburg	C	🔍	📍 ☆ 🔗 📄 📄	17