

Digital Marketing Agency Local SEO Optimization Report

Client Name: Smith Construction

Report Date: October 2, 2020

Executive Summary

MKTG Digital, a leading Digital Marketing Agency located in New York, has been diligently working on optimizing Smith Construction's local SEO strategy to boost online visibility, drive organic traffic, and increase conversions for your business. This report provides a comprehensive overview of our efforts, progress, and results for the period of July 1, 2020, to September 30, 2020.

Key Highlights

Website Performance

- **Website Traffic:** MKTG Digital successfully increased the company's website traffic by 15% compared to the previous quarter.
- **Organic Search:** Organic search traffic rose by 20%, indicating improved search engine visibility.
- **Conversion Rate:** Conversion rates improved by 10% due to targeted local SEO efforts.
- **Keyword Rankings:** Key local keywords saw an average improvement of 3 positions in search engine rankings.

Local Listings and Citations

We have created, optimized, and managed the company's business listings across relevant local directories, ensuring consistency and accuracy in NAP (Name, Address, Phone Number) data. The business is now listed on 25 local directories, including Google My Business, Yelp, and Bing Places.

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