

CASE STUDY

TOTAL DIGITAL OPTIMIZATION

CLIENT: Cupertino iPhone Repair
INDUSTRY: Cellular Phone Repair

Cupertino iPhone Repair Inc. has locations in both Cupertino and San Francisco California. With over 100,000 iPhone and iPad repairs under their belt, the company is one of the most respected iPhone and iPad repair companies in the Bay Area.



CHALLENGE

Despite the company's fantastic reputation it was looking to grow its business through better search engine positioning and improved exposure on the internet. When Cupertino iPhone Repair approached National Positions they had no real exposure in Google Maps and their rankings were on the second page of Google. The company had the distinct disadvantage of having Cupertino in its name, while trying to rank at the top of the search engines in San Francisco.

STRATEGY

National Positions implemented their full suite of local digital services including technical SEO, content creation and optimization, citation building, Google My Business profile creation, optimization and management. The team implemented local and reviews schema while at the same time working to optimize the internal linking structure. The campaign also included mobile usability improvement, link building and load speed optimization.

RESULTS

In just a few months the rankings for both Cupertino iPhone repair in Cupertino and San Francisco shot up. Both locations results were now in the top three positions in the maps. The company also saw exposure on the first page for all of their major keywords. Organic traffic increased by 25.4% while bounce rate decreased by 18%. This resulted in significantly higher foot traffic to both stores. Increased business resulted in increased revenue and improved overall business performance.

1250

More visitors

↑ 25.4%

increase in
new visitors

1

Average Rank for most
important search terms

