



Client: Griffis Gas

In January of 2016 we first put our methods to the test and found out that the propane retailer market was primed to take advantage of proper web design and SEO strategy. While tracking and tweaking the SEO strategy over the course of a year and a half, we witnessed a massive spike in both keyword rankings and traffic to the website. Because of the PropaneBoost system, organic traffic exploded and this customer enjoyed a **387% boost** in customer acquisitions.

Let's walk through this case study and show you what a company similar to yours was able to benefit from.

Ranked Keywords:



- January 2016 was our first month actively monitoring SEO on a monthly basis.
 - 115 keywords in Jan. 2016
 - 461 keywords in Jan. 2017 (300% increase)
 - 467 keywords as of May 2017

This shows an increase in site visibility across an extensive list of products, services and industry key terms. Below were the results in top keyword rankings. All those 1's mean that when a consumer searched for that term, the Griffis Gas website was the first option they saw, which would generally mean it would draw over half of the people to click on their link.

gas company jacksonville fl	1 (1)	50
can you cook with propane indoors	1 (1)	90
griffis gas	1 (1)	480
propane gas jacksonville fl	1 (1)	30
gas companies in jacksonville fl	1 (1)	20
jacksonville gas company	1 (2)	40
gas fireplace jacksonville fl	2 (1)	90
cooking with propane indoors	2 (1)	30
is propane safe indoors	2 (8)	90

Rankings increase in tracked keywords:

At the onset of our campaign, we actively started tracking about 60 words specifically, and have added a few more over time. In our timeframe, we've moved the average rank of those words from around 16 to 10.5. We pushed multiple words into top positions and a handful of others into the first page of results, including a couple of blog posts that are featured in Google knowledge graph answers.

Griffis also wanted to target five major area related keywords. We have maintained top positioning, including gaining Google map pack results (placing your business on a map before the search results) for the three Jacksonville related words, and pushed "Orange Park Propane" and "Propane Orange Park" both to #2 with gains of 11 and six spots, respectively.

Additionally, we created new content pages around gas fire pits that we've managed to rank in the top spot of two local areas in a shorter 3-month timeframe.

Traffic:

In terms of web traffic, our goal was to bring more visitors to Griffis Gas and solidify the site/company as an authoritative presence in the industry.

Our first full year (Jan 1, 2016 - Dec 31, 2016) saw increases across the board YoY:

Sessions

29.61%

15,446 vs 11,917



Users

29.09%

12,709 vs 9,845



Pageviews

21.33%

33,305 vs 27,449



In that timeframe, organic search traffic to the site increased 53% YoY and accounted for 66% of the site's traffic (compared to 56% in 2015):

1. Organic Search	
Jan 1, 2016 - Dec 31, 2016	10,298 (66.67%)
Jan 1, 2015 - Dec 31, 2015	6,703 (56.25%)
% Change	53.63%