

See How Our Local SEO Service Increased Organic Traffic By 200% For Poul's Landscaping



Poul's Landscaping and Nursery has been serving the northwest suburbs of Chicago for over 50 years. They set the standard in quality and service.

 [Open Website](#)

↑ New Users

↑ Total Users

↑ Session Duration

206%

200%

30%

Default Channel Grouping	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Organic Traffic	200.80% ▲ <small>3,390 vs 1,127</small>	206.66% ▲ <small>3,361 vs 1,096</small>	220.56% ▲ <small>4,100 vs 1,279</small>	0.68% ▲ <small>47.07% vs 46.76%</small>	12.70% ▲ <small>2.61 vs 2.32</small>	30.14% ▲ <small>00:01:51 vs 00:01:25</small>
1. Organic Search						
Jul 1, 2017 - Jun 30, 2018	3,390 (100.00%)	3,361 (100.00%)	4,100 (100.00%)	47.07%	2.61	00:01:51
Jul 1, 2016 - Jun 30, 2017	1,127 (100.00%)	1,096 (100.00%)	1,279 (100.00%)	46.76%	2.32	00:01:25
% Change	200.80%	206.66%	220.56%	0.68%	12.70%	30.14%

Our Local SEO Solution

At MetaLOGIC Design, we take Local Search Engine Optimization seriously. Our team of experts worked with this client for website redesign and website optimization. Before we launched the website, we had it optimized for local search with all the right keywords and meta tags in place.

MetaLOGIC Design assisted in optimizing the entire website, updated the content, created a blog, posted and optimized the blogs, and improved usability for the websites most important pages.

The Results

As you can see from the Google Analytics chart, when you compare the organic traffic from one year over the same period of the previous year, the traffic has skyrocketed! **Users, New Users, and overall Sessions are all up over 200%**! The pages/session are up 12.7% and the average session duration is up over 30%.

We know that although these results are great, our work is not over. We are constantly looking at ways to improve the results during our monthly calls with our client. We will be working to add more blogs, breaking out some of the pages to improve organic searches for specific products and services, and improving the overall usability of the site.



New
Users
206%



Total
Users
200%



Session
Duration
30%

From The Client

"Our company has worked with Metalogic Design for many years and we couldn't be more pleased. Matt is very responsive, patient, knowledgeable and worked side by side with us as our website was created, continuously updated and most recently converted to a mobile-friendly format. I would recommend them to any business looking for a company with a strong work ethic, creative design ideas and technical know-how. They make a point of getting to know their clients in order to create a website that is not only functional and attractive, but is truly reflective their clients' values, mission and culture."

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