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CASE STUDY

MALKIN CLEANERS

CIPR was hired by Malkin Cleaners to implement an SEO strategy to their website to improve rankings, increase organic traffic and to increase goal completions.



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MALKIN CLEANERS LTD.

Malkin Cleaners operates in a large metropolis and has many competitors in their space. This competition affected how they were being ranked in online search, and ultimately how much traffic they got to their website. Search engine optimization was crucial to them gaining leads online.

Malkin Cleaners provides a variety of services in West Vancouver, North Vancouver, Vancouver, and Burnaby which include:

- 24 Hour Emergency Flood and Fire Restoration
- In House Shirt Laundry
- Commercial Laundry Service
- Upholstery Cleaning
- In House Tablecloth and Linen Service
- Full Service Dry Cleaning
- Furnace and Duct Cleaning
- Draperies Cleaning
- Carpet Cleaning
- Area Rug Cleaning

CASE STUDY



GOALS OF THE CAMPAIGN



IMPROVE RANKINGS



INCREASE ORGANIC TRAFFIC

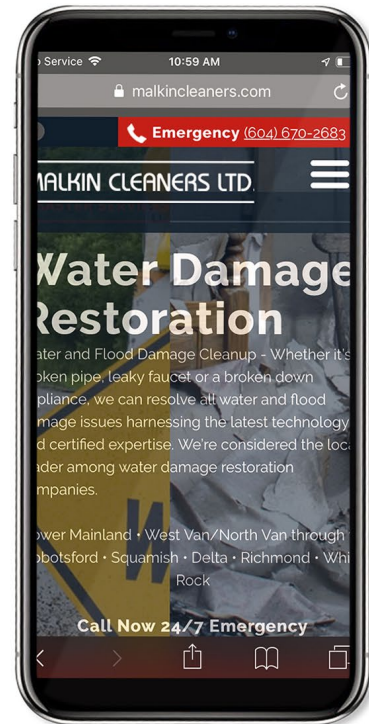
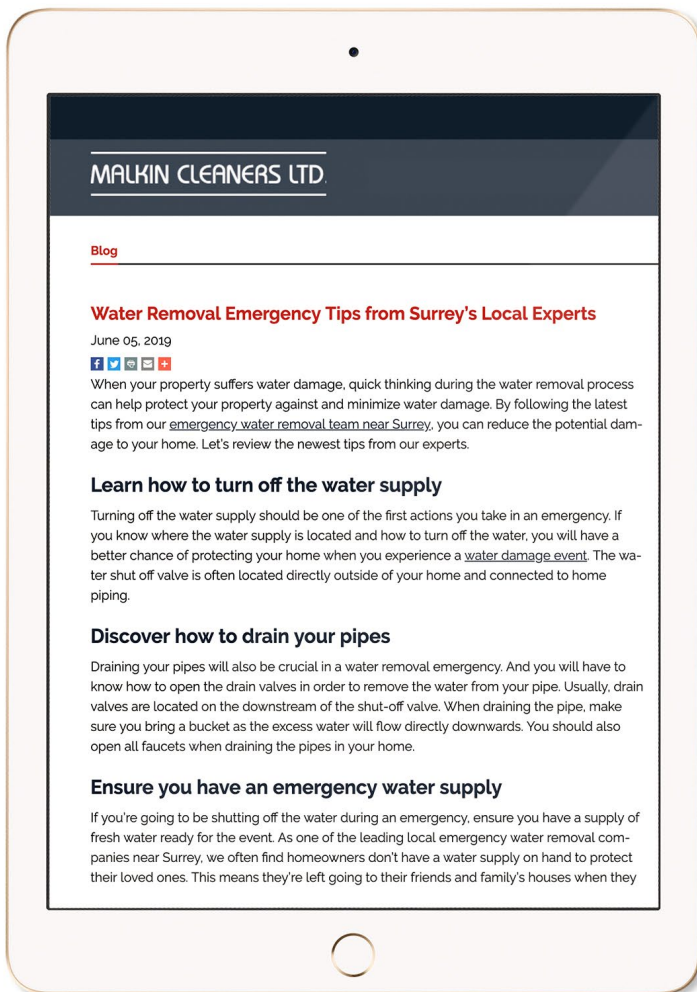


INCREASE GOAL COMPLETIONS

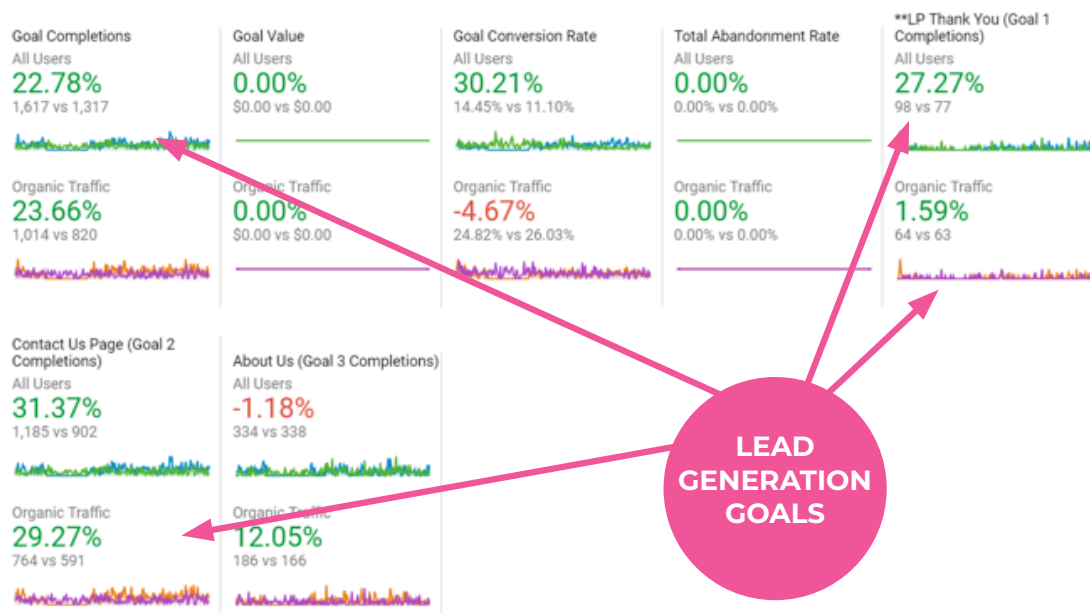
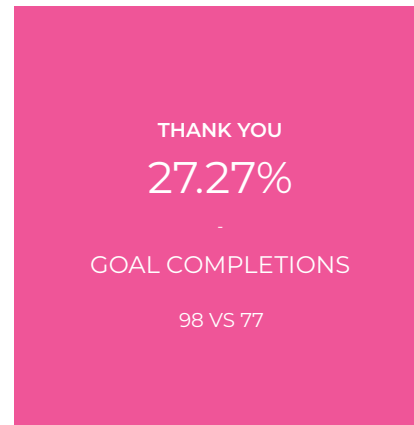
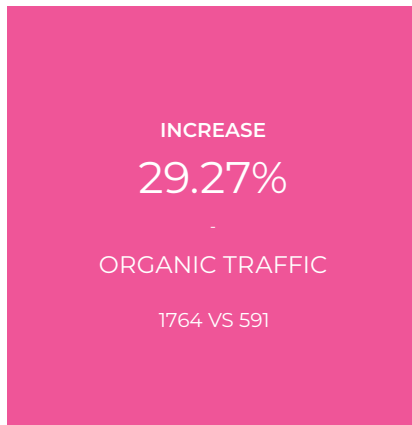
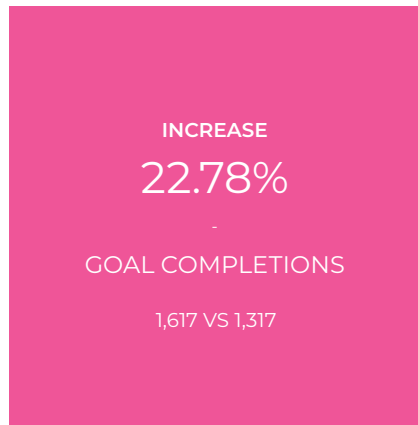
CIPR TACTICS

Tactics that were instrumental in the campaign included:

- Technical assessment - and fixing error of website
- Schema Implementation
- Long Form content creation and On page Optimization
- Adding New Targeted Keywords
- Going Beyond Targeted Keywords To Get More Traffic
- Link Building (Regular + Guest Posting)



CIPR TACTICAL RESULTS



OLD KEYWORDS

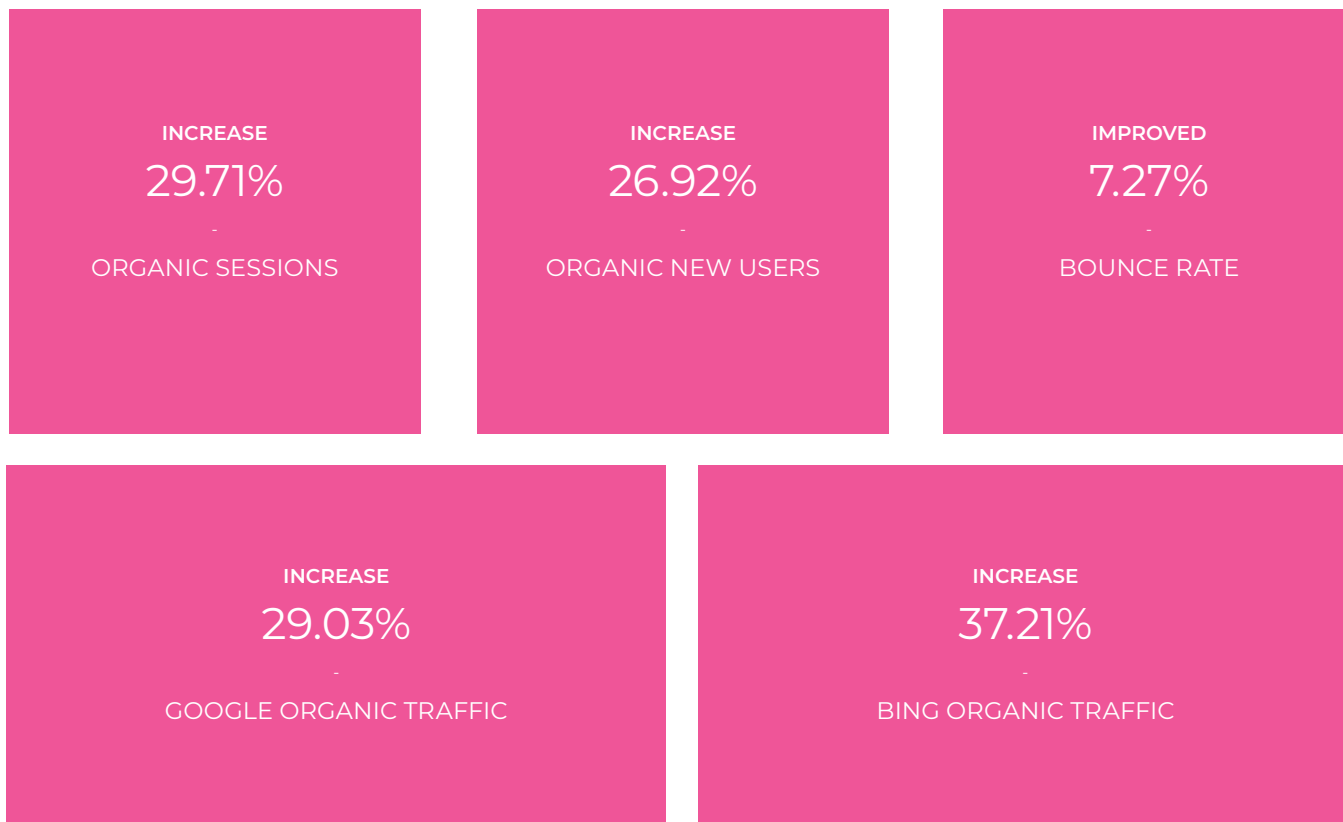
KEYWORDS	MAY 2019
	GOOGLE RANK
water damage restoration companies	11
water damage cleaning service	10
emergency water damage repair	6
emergency flood restoration services	9

NEW KEYWORDS (FIRST MONTH TRACKING)

KEYWORDS	MONTH 8
	GOOGLE RANK
emergency water damage restoration	1
emergency water damage	3
water damage restoration companies	2
emergency water removal	3
emergency water damage near me	4

ORGANIC TRAFFIC RESULTS

Traffic Overview: May 1, 2018 - May 31, 2019 VS March 21, 2017 - April 20, 2018



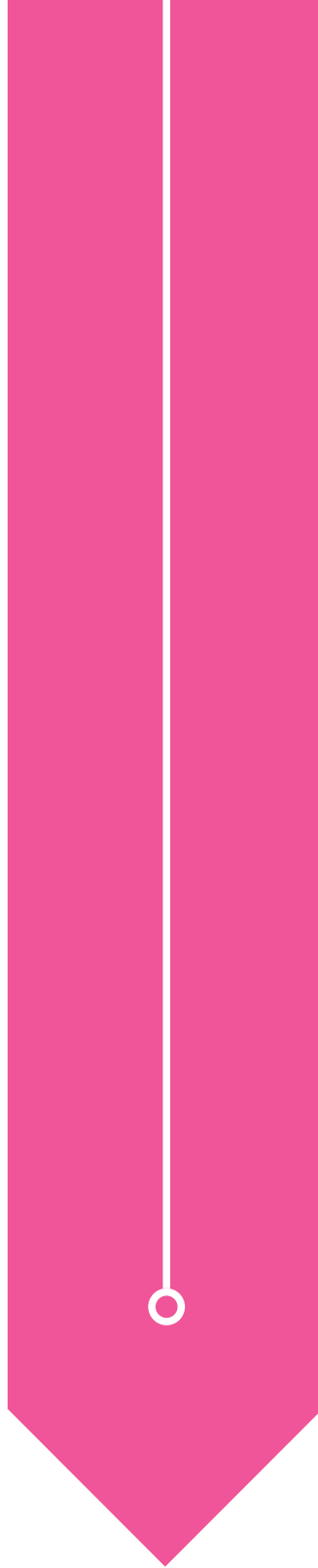
Default Channel Grouping	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
Organic Traffic	29.71% ▲ 4,086 vs 3,150	2.16% ▼ 76.16% vs 77.84%	26.92% ▲ 3,112 vs 2,452
1. Organic Search			
May 1, 2018 - May 31, 2019	4,086 (100.00%)	76.16%	3,112 (100.00%)
Mar 31, 2017 - Apr 30, 2018	3,150 (100.00%)	77.84%	2,452 (100.00%)
% Change	29.71%	-2.16%	26.92%

CONCLUSION



As it can be observed, the organic goal completion was up by 23.66%, which proves that the organic traffic has not only increased in quantity, but in quality too.

Thank You Page Goal Completion has also increased by 27.27% which is a sign of the funnel improvements we made last year to increase conversion rate.



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