

LOCAL SEO IN MONTREAL IN FRENCH

Background

So this one is a bit crazy because it's a French Site. For most of our SEO products, we work natively in English but the client was OK with that even though it's a French site. This was a good test to see if our strategy would hold up in a non-English use case.

Audit

We always start with an audit. This site had no penalties, it just wasn't getting much traffic. They were slightly over optimized for their money keywords, having 1 exact match at 28% and another at 25%. This wasn't a big deal, as they just didn't have many links, but still a consideration.

Easy Wins – Find “Hidden Goldmines”

This had less easy wins than some other sites, but that's OK because it's local. Traffic is lower than other niches, but it will convert higher since there is higher intent.

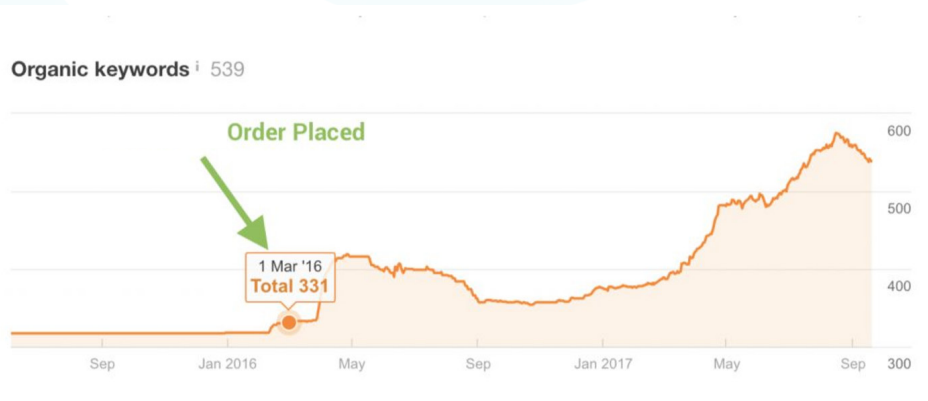
We found 43 terms with traffic between 20 – 1000 searches a month, with CPC between .20c – \$5 a click. We started by focusing on some high priorities around the \$4-\$5 a click range.

Competitive Gap

We found 31 terms between 20 – 1,600 ms with CPC between .10 – \$3. Some of these were local areas they hadn't targeted yet, some of these were popular brand names of appliances that they work with, and some of these were great keywords for services they offer that they don't have pages for yet, or weren't optimizing. We showed them all of these.

This one was a bit different than our other case studies in that they had actually started doing SEO on their own with us around January 2016 before they hopped on BrandLume X mid 2017.

Their first order was placed in March 2016, and right after that they got a nice bump. For some reason, they stopped and didn't place an order until Aug 2016:



They started ramping up orders around January 2017 with a mix of BrandLume Platinum, BrandLume Press etc:



Mid 2017, they hopped on BrandLume X and we went at it more strategically:

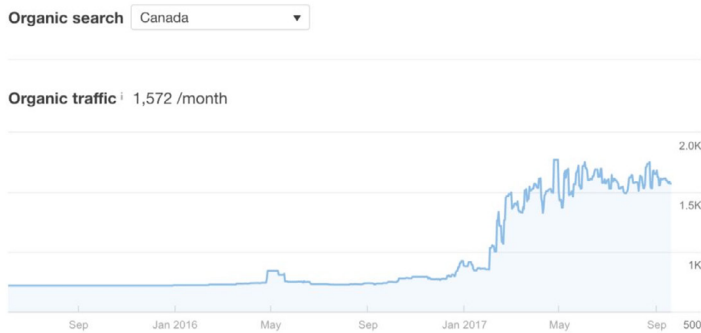


Remember we have limited options, this is French language, so here's what the strategy looked like:

Month 1-3 all the same

- BrandLume Results Packages
- Mix of Natural, Branded, and exact match since we have control

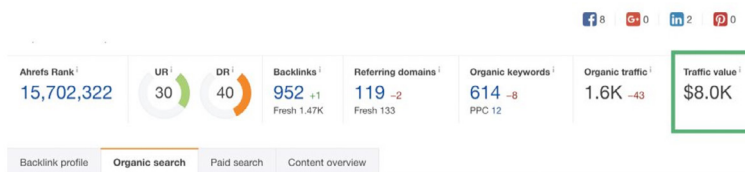
As for the results?



BOOM!

What's even cooler is that they have spent in total, all time since 2016 with us \$5,300.99. However, Ahrefs is reporting a PPC cost of \$8k PER MONTH.

\$8,000 per month = \$96k per year they would have to spend on PPC!!



TAKEAWAY

The takeaway from this is that consistency is key. As you can see from the charts above, their SEO dropped off when they stopped taking action, and ramped back up when they got more consistent.

By using our SEO strategy, you can uncover big wins for consistent results. No matter what type of business you are, we probably have a solution for you. In addition, it's important to not focus on tons of traffic – focus on the RIGHT TARGETED traffic.