

Response Mine Interactive

CASE STUDY

Maid Brigade

Search Engine Optimization Case Study

Client Overview

Maid Brigade is one of the country's leading maid services and house cleaning companies. With corporate offices in Atlanta, Ga., Maid Brigade's expansive service offerings span throughout more than 125 cities and metropolitan areas in the U.S. Maid Brigade is the nation's only house cleaning company to offer Green Clean Certified™ services.

Situation

Putting its Search Engine Optimization (SEO) efforts under the microscope, Maid Brigade identified room for improvement in this crucial online marketing arena. Maid Brigade sought to increase its market share by aggressively improving its online visibility in the major search engines. The company also wanted to generate increased online leads while having the ability to closely measure the source of those leads.

Program Objectives

- Improve online visibility of Maid Brigade via the major search engines.
- Generate online leads for Maid Brigade.
- Measure the source of all online leads.
- Increase market share for Maid Brigade.

Program Strategies

RMI developed keyword lists to ensure relevancy to Maid Brigade's service offerings while also showing high search volume. Keywords naturally fell into three distinct, geographically targeted category lists that correlated with Maid Brigade's marketing program including:

- 1) General Maid Service
- 2) Maid Service
- 3) Green Clean Maid Service

Benchmark reports were run to set a baseline and to identify areas of opportunity. RMI led Maid Brigade's Web site development team through an on-site optimization process that included developing unique meta tags for more than 150 pages, creating keyword-rich internal link schemas and advising on technical issues that were prohibiting rankings.

RMI developed more than 100 pages of keyword-rich copy specifically aimed at attaining online rankings for identified geo-targeted keywords. HTML and XML site maps were developed along with the creation of a Google Webmaster Tools account to escalate the speed in which rankings took hold.

Existing content pages on Maid Brigade's site, such as the image to the right, were improved through RMI's recommendation in order to help improve organic search rankings.

To generate leads, RMI concluded that visitor engagement was critical. The more time visitors spent on MaidBrigade.com, the more likely they would convert to leads. Selecting the right mix of keywords and measuring the engagement of organic visitors down to the keyword level, provided the intelligence needed to optimize the campaign and increase organic lead volume.

Engagement metrics were benchmarked while RMI established a goal conversion measurement system that accurately defined the source of online leads.

Results

- Website visitors driven from RMI's SEO program were 12% more likely to convert to a lead
- Within six months, MaidBrigade.com's first page rankings increased 104%

Ranking Metric	% Difference
1st Page	104.00%
Pages 1 - 3	70.00%
Inbound Links	369.00%
Page Rank	25.00%
Indexed URLs	72.00%
<i>Compares Metrics at Benchmark vs. six months into SEO program</i>	

