

DIGITAL MARKETING CASE STUDY



BLUEOXTREES.COM

Blue Ox Tree Service is a local Tree Trimming & Removal company in Lincoln, NE, with great reviews from their customers and a largely referral-based business. Their work is seasonal, and they focus primarily on trimming, removal, and stump grinding.

THE PROBLEM

Blue Ox had subpar competitors who were outranking him and new companies that seemed to be doing more business than he was. He knew there was potential for more business, even in a limited market like Lincoln, NE, and he wanted to know how to dominate his competition and own his market.

THE RESULTS

In the first six months of executing our digital marketing plan, Blue Ox saw a 233% increase in Top 3 Organic rankings, a 333% increase in first page rankings, and a 1,177% increase in total keyword rankings. All of that led to a 10X in daily revenue. Over the next 18 months, we would continue to help Blue Ox dominate his market, increase Top 3 rankings by 300%, first page rankings by 400%, and increase total keyword rankings by over 1,911%.

THE PATH

In 2016, we performed a [Free Website Audit](#) and quickly identified a need for some major improvements, but typical for any small business in a local market. Their online presence was basically non-existent so we had to perform a major overhaul to their online presence, but they were onboard and ready to see the online success that had always alluded them. Here's what we did to help them dominate their market:

WEB DESIGN & DEVELOPMENT
GOOGLE MY BUSINESS OPTIMIZATION
LOCAL CITATION SUBMISSIONS
ON PAGE SEO
OFF PAGE SEO
LOCAL SCHEMA MARKUP

“This SEO stuff really works!”

– Eddie L., Owner, Blue Ox Tree Service

300% INCREASE IN TOP 3 POSITIONS

**400% INCREASE IN
1ST PAGE POSITIONS**

6,000% ROI IN 12 MONTHS

**1,911% INCREASE IN
TOTAL RANKINGS**

ROOK DIGITAL

A DIGITAL MARKETING AGENCY

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