

TK Truck Body

<https://tktruck.com/>



TK Truck Body- Case Study

The main focus to create this case study is to explain how **LOCAL BUSINESS** is optimised and achieved higher ranking in **Google Local Pack**, **Higher Traffic** and **Conversions**.

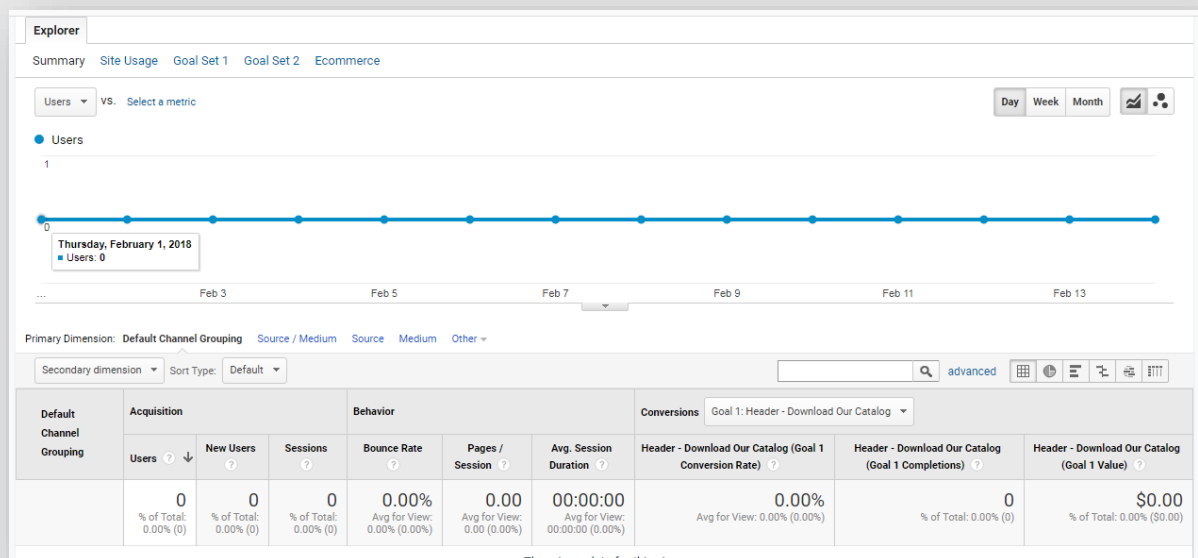
Introduction about the project:

TK Truck Body is a Canada based business offering different Truck Body Parts like:

- Truck Bodies
- Service Bodies
- Truck Accessories
- Service and Repair

When we Started?

- We got this project in February 2018 with 0 traffic and no Local Presence.



There is no data for this view.



Main Vision for the project:

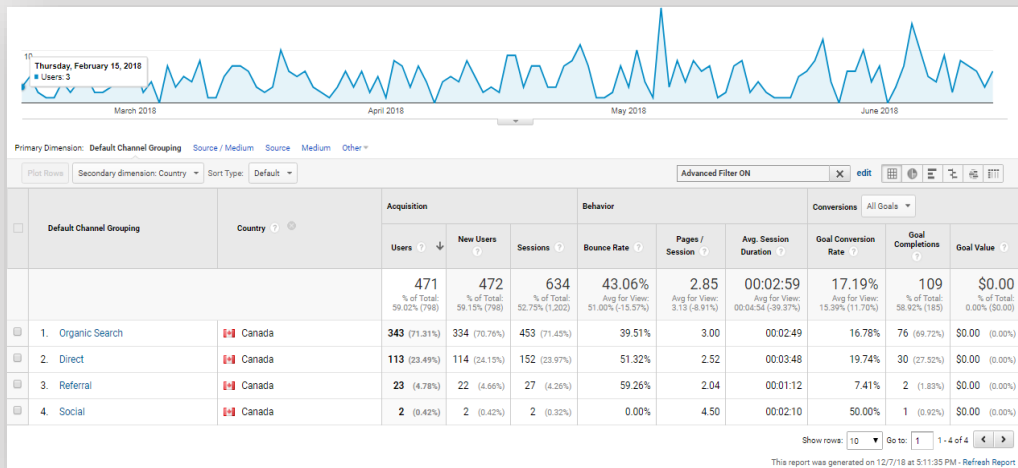
1. To be in the Local Pack in 3-4 months.
2. Increased Traffic.
3. To generate Conversions.

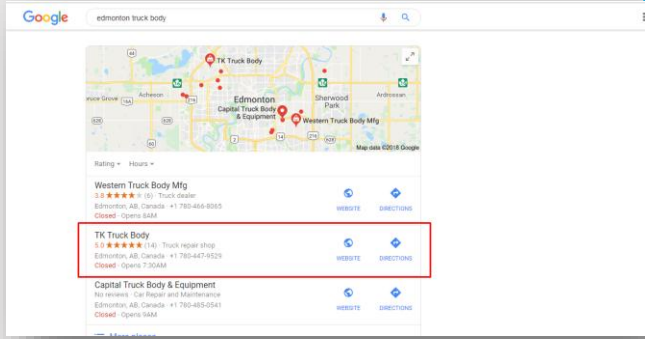
Major Strategies executed to achieve the vision of the project:

1. Create Google Local Page.
2. Optimize Google Local Page.
3. Optimize Location based Local Keywords.
4. ON and Off Page Tasks.

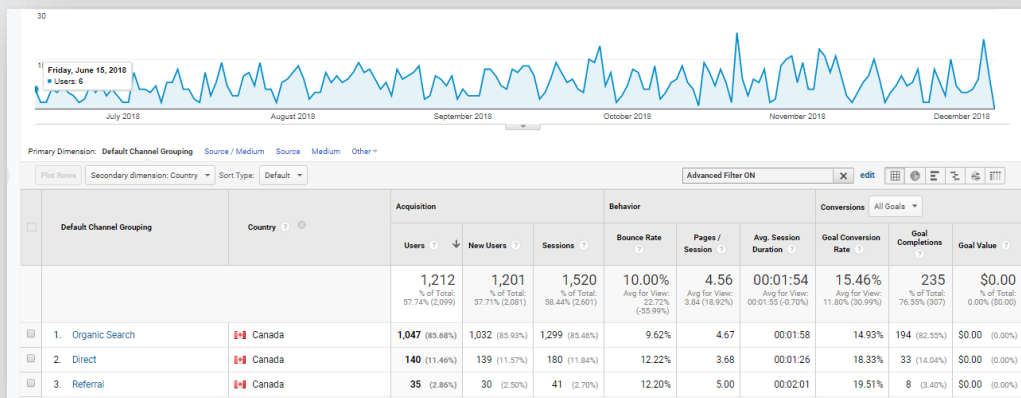
Results and Milestone Achieved

1. Traffic: In the **1st 4 months**, i.e. from Feb 15 to June 15, there are total **471 sessions** with **109 conversions**.

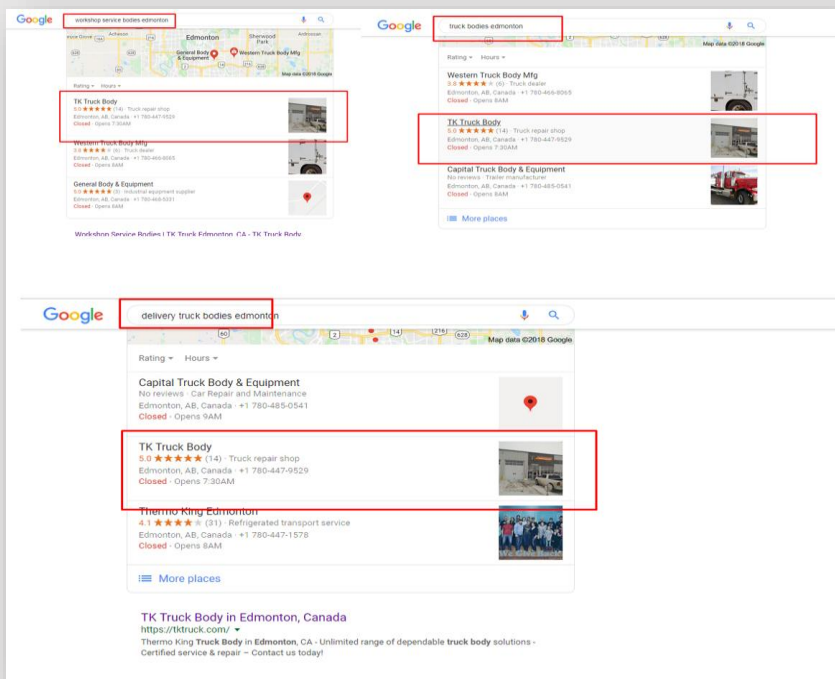




3. And after the completion of 6 months i.e. June to December, the total traffic on the website is **1,212 sessions** with **235 Conversions**.



And now total there are 20 keywords in Local Listing.

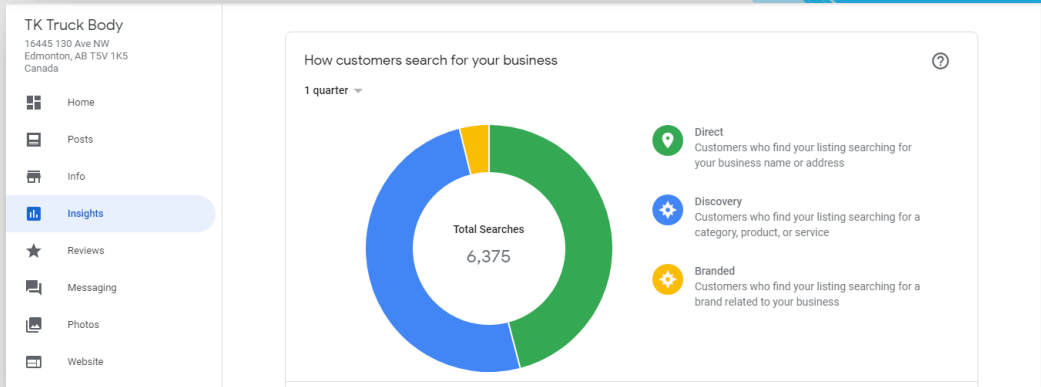




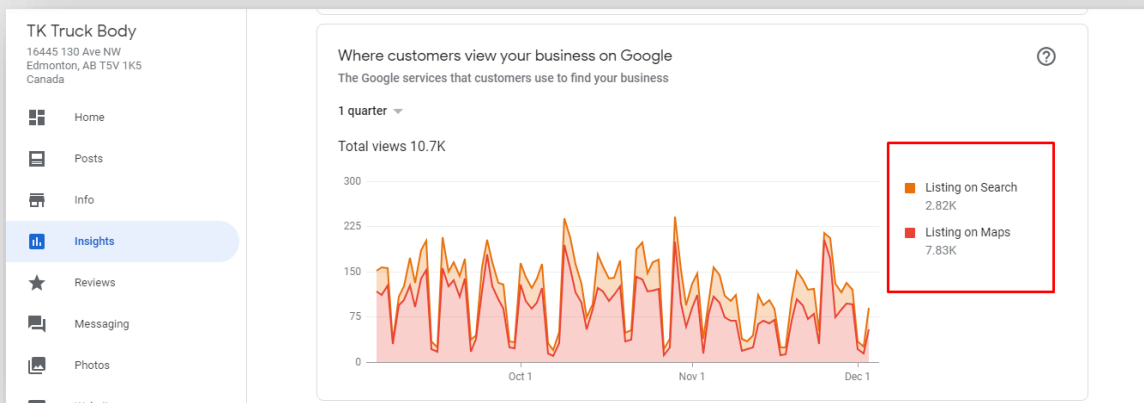
Local Listing Insights:

Please have a look on the local listing insights of the last 3 months i.e. 7th September to 7th December.

Total Searches: 6, 375.



How Customers find the Business on Local Pack:



Customer Actions:

