



Case Study:

US Rock Corporation

Supplier of Bulk Landscaping Products

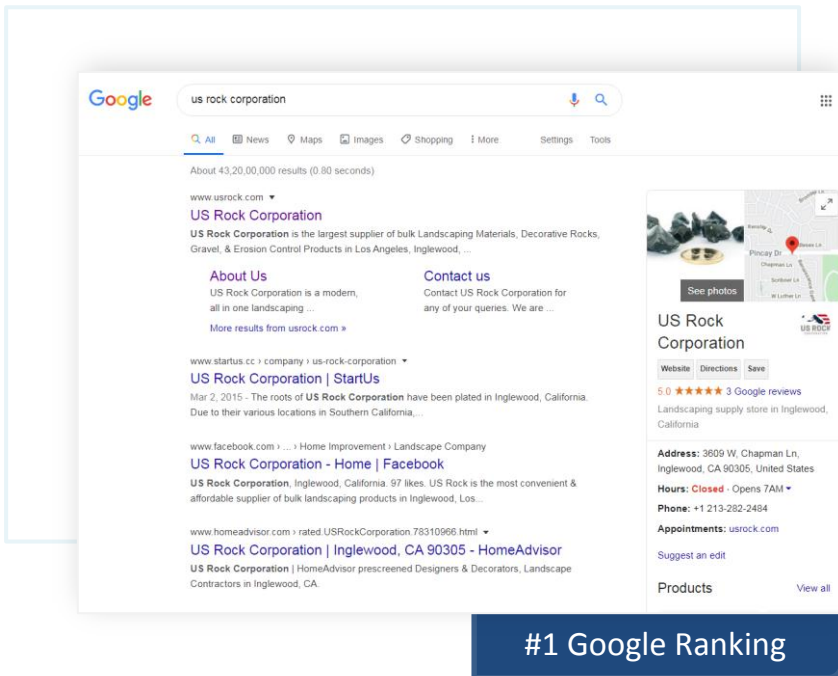
US Rock Corporation is a California based supplier of Bulk landscaping products. It was 2018, when they found out their current technology operations were not coming up as expected and they spearheaded a new initiative to revising their strategies and decided to boost their online presence. They chose FATbit Technologies as their extended team for digital marketing which certainly helped them bounce back even stronger in the game.

Pain Areas

- Client bought a premium domain USRock.com. However, their competitors were ranking high while they search related to the brand name “US Rock” & “US Rock Corporation”
- Brand Visibility was also a challenge as there was not much information available on Google related to the business
- Website was not SEO optimized
- Being a local brand, Google map results were crucial for their brand and there was

Light At The End Of The Tunnel

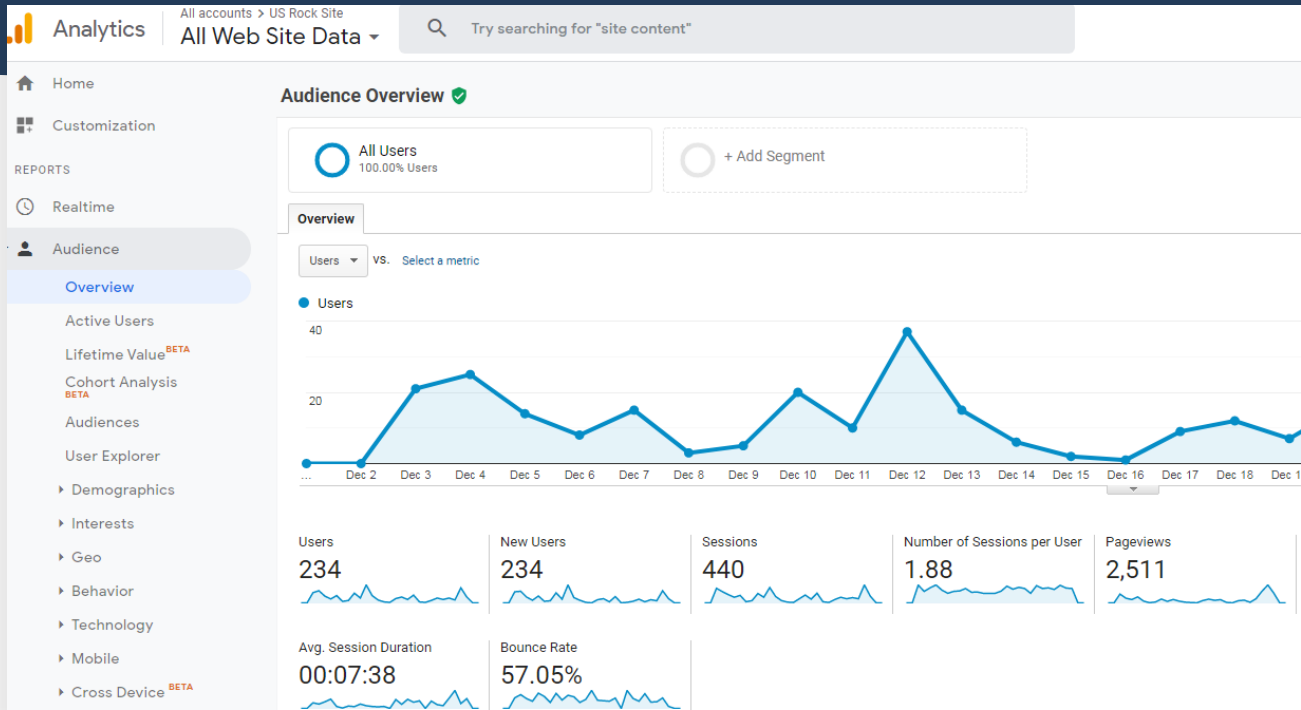
The team at FATbit delved deeper into the current situation to analyze the gaps and worked collectively to enhance their online presence. After finding the lacuna our experts started working aggressively on it and various strong strategic campaigns were developed in order to achieve the desired results



Other Off-Page SEO Initiatives

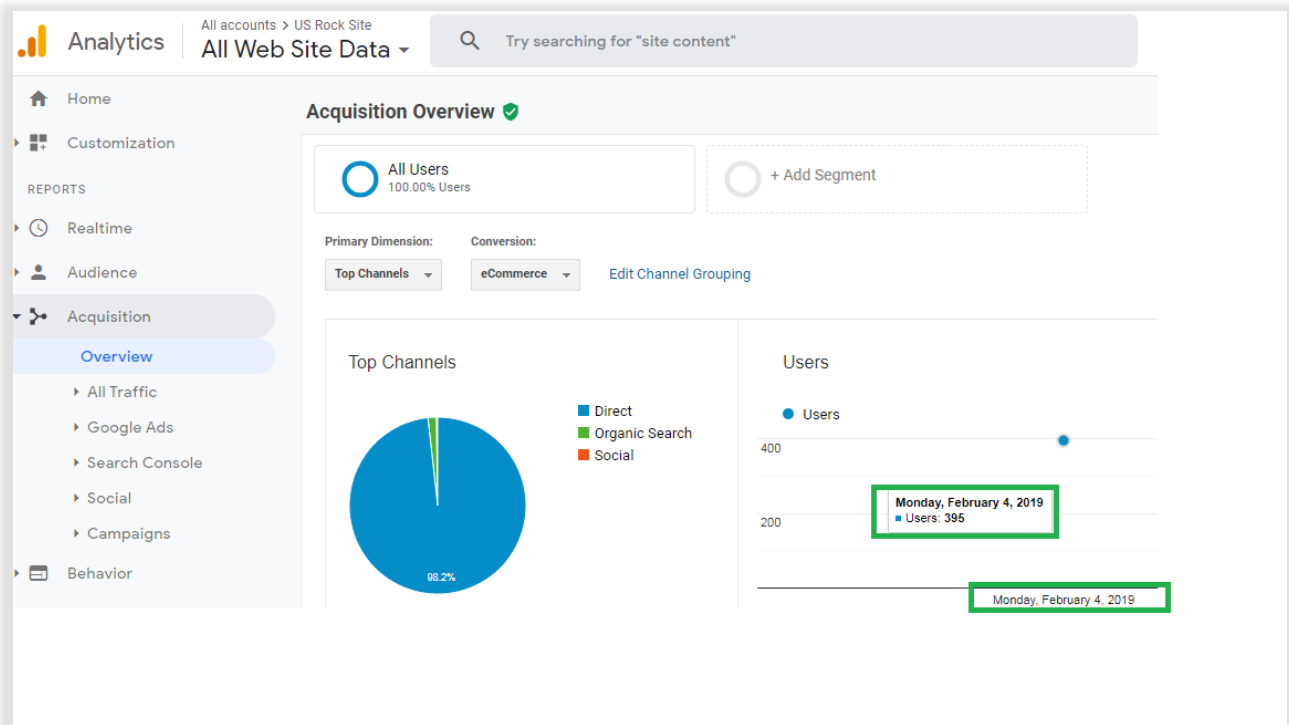
- Listing on niche sites
- Business profiles set up on high authority sites
- Content publication on renowned publication sites
- Content publishing on slideshare, Issuu, & other sites
- Video creation and publishing
- Graphics creation & publishing
- Social media updates

Traffic Stats



Traffic When We Started The Work

VS



Traffic After Completing 3 Months Work (Single Day Traffic)

The Outcome

The screenshot shows a Google search for "landscaping materials supply los angeles". The search results page displays "About 50,300,000 results (0.64 seconds)". The top result is an advertisement for "All Valley Sand and Gravel | Wholesale Prices" with the URL www.allvalleysandandgravel.com/ and phone number (818) 639-3817. Below the ad is a map of Southern California with several red location pins. The map shows cities like Santa Barbara, Ventura, Oxnard, Long Beach, and Inglewood. A green box highlights the listing for "US Rock Corporation" in Inglewood, CA, which has a 5.0 star rating and 3 reviews. The listing text includes "5.0 ★★★★★ (3) · Landscaping supply store", "Inglewood, CA · (213) 282-2484", "Closed · Opens 7AM", and "Their website mentions landscaping materials".

- Brand ranking on number 1 position in Google
- Maximum results for the business name on Google and third party sites
- Many keywords were targeted as a result high ranking in Google maps
- Website is optimized from SEO point of view
- The client asked us to pause the digital marketing activities for a while as they were overwhelmed with the amount of work they were receiving from the efforts made by the FATbit team.

Targeted Keywords

- Landscaping materials Los Angeles
- Bulk landscaping supplies Los Angeles
- Bulk landscaping materials Los Angeles
- Decorative rocks Los Angeles
- Decorative gravel Los Angeles

FATbit Technologies is a comprehensive web solutions company. Established in 2004, we focus on providing optimum solutions for eCommerce businesses. Our services range from providing turnkey eCommerce marketplace solutions to effective digital marketing services, customized website design & development, iOS & android app development.

We combine our industry experience with latest market insights by following agile process to bring about a user-centric and goal-oriented search engine optimization plan. We excel at devising personalized SEO strategy to optimize your page visits, together with conversions.



www.fatbit.com



sales@fatbit.com



USA: +1 469 844 3346
IND: +91 85919 19191