



498%
Increase in
sessions

177%
increase in quote
form submission

2,700+
Increase in
organic keywords

8M Solar Harnesses SEO Energy for a Powerful 498% Boost in Web Traffic



About 8M Solar

8M Solar is a pioneering renewable energy company committed to advancing solar technology. With a focus on innovation and sustainability, 8M Solar strives to provide cutting-edge solar solutions for a greener and more sustainable future.

Problem

8M Solar's marketing is very localized, relying on in-person sales and online marketing to target key areas throughout North Carolina. They approached 97th Floor for assistance when their conversions were being negatively impacted by flatlined traffic and declining rankings.

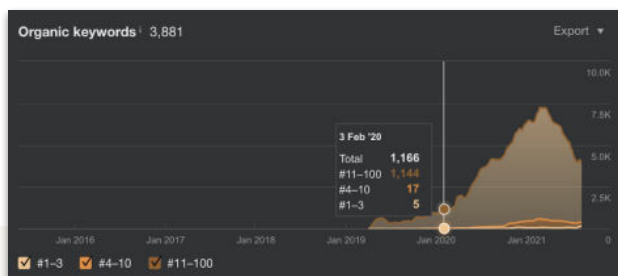
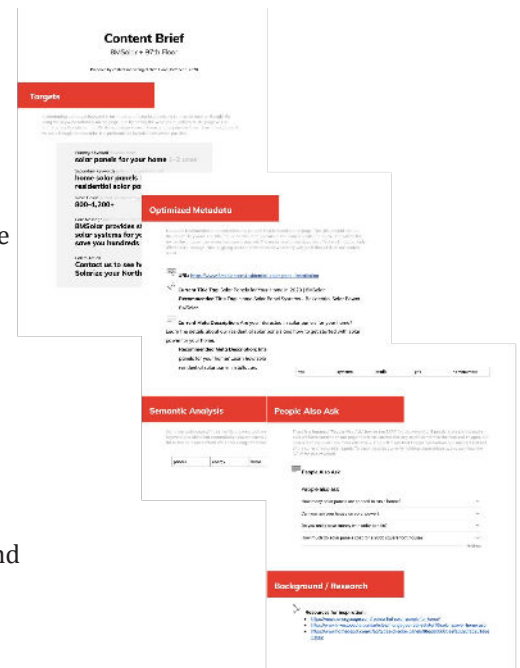
Strategy

97th Floor's SEO strategy included:

1. Identifying and targeting relevant KWs
2. Building on-page optimizations
3. Strategically placing form fills to make conversion more accessible to site visitors
4. Optimizing 8MSolar's GMB for a localized set of keywords
5. Building backlinks to optimize location pages in order to better rank for local keywords targeting those areas

Results

Over an 11 month period, 97th Floor boosted 8M Solar's organic keywords from 1,166 to 3,886, resulting in improved rankings that have increased both traffic and conversions for the company.



Learn how 97th Floor can help
you achieve unprecedented growth.

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