

SEARCH ENGINE OPTIMIZATION CASE STUDY

What is Search Engine Optimization(SEO)?

SEO helps people discover your business online by making it show up higher in Google searches when people look for services like yours.

Being at the top of search results makes your business look trustworthy and reliable. This means more people visit your website, call you, or walk through your doors

The following case studies are from actual Integrity Media clients.

Marketing Agency

Before

Visibility Statistics ?	
Listings in the First Position	3
Listings in the Top 5 Positions	3
Listings on the First Page	3
Listings on the First Two Pages	3
Listings Which Moved Up	N/A
Listings Which Moved Down	N/A
Listings Which Did Not Change	3
Total Positions Gained/Lost	N/A

After

Visibility Statistics ?	
#1 Keyword Rankings	128
Top 5 Keyword Rankings	211
First Page Keyword Rankings	291
Rankings in the First Two Pages	339
Ranking that Improved	90
Rankings that Declined	54
Rankings that Stayed the Same	195
Total Rankings Gained/Lost	↑399

This marketing agency had very little online visibility before partnering with us to manage their website's SEO. Since then, their rankings have skyrocketed—from almost nothing to appearing for nearly 350 keywords, with steady growth every month.

Nursing Home #1

Before

Visibility Statistics ?	
Listings in the First Position	2
Listings in the Top 5 Positions	4
Listings on the First Page	4
Listings on the First Two Pages	5
Listings Which Moved Up	N/A
Listings Which Moved Down	N/A
Listings Which Did Not Change	15
Total Positions Gained/Lost	N/A

After

Visibility Statistics ?	
#1 Keyword Rankings	168
Top 5 Keyword Rankings	394
First Page Keyword Rankings	520
Rankings in the First Two Pages	557
Ranking that Improved	162
Rankings that Declined	93
Rankings that Stayed the Same	302
Total Rankings Gained/Lost	↑978

This client is a small nursing home in New Jersey. Their old website was outdated and practically invisible online, with no meaningful traffic. After our web team expertly redesigned and launched their new site, our SEO team stepped in to drive results. Over the past five years, their rankings have soared from just 5 keywords to 557. The result? High website traffic and daily calls and inquiries through their website.

Nursing Home #2

Before

Visibility Statistics ?	
Listings in the First Position	49
Listings in the Top 5 Positions	76
Listings on the First Page	92
Listings on the First Two Pages	101
Listings Which Moved Up	N/A
Listings Which Moved Down	N/A
Listings Which Did Not Change	117
Total Positions Gained/Lost	N/A

After

Visibility Statistics ?	
#1 Keyword Rankings	318
Top 5 Keyword Rankings	528
First Page Keyword Rankings	598
Rankings in the First Two Pages	624
Ranking that Improved	92
Rankings that Declined	47
Rankings that Stayed the Same	485
Total Rankings Gained/Lost	↑400

This client is a 200-bed nursing home in New Jersey. They previously had an adequate website and worked with another SEO provider, but results were underwhelming. While there was some keyword visibility after two years, most of the keywords were low value, and growth was slow. That's when Integrity Media stepped in. Our web team completely revamped the site, laying the foundation for our SEO experts to work their magic. Four years later, the client now ranks for over 600 high-value keywords. Their visibility has skyrocketed, and daily phone calls and email inquiries have led to consistently full occupancy and even a waitlist for services.

Printing Company

Before

Visibility Statistics ?	
#1 Keyword Rankings	0
Top 5 Keyword Rankings	0
First Page Keyword Rankings	14
Rankings in the First Two Pages	21
Ranking that Improved	N/A
Rankings that Declined	N/A
Rankings that Stayed the Same	NA
Total Rankings Gained/Lost	N/A

After

Visibility Statistics ?	
#1 Keyword Rankings	198
Top 5 Keyword Rankings	340
First Page Keyword Rankings	393
Rankings in the First Two Pages	399
Ranking that Improved	52
Rankings that Declined	24
Rankings that Stayed the Same	323
Total Rankings Gained/Lost	↑268

This client is a printing and promotional items business in New Jersey. Their old website was poorly designed and had almost no first-page visibility on Google. Integrity Media stepped in and built a brand-new, SEO-optimized website from the ground up. Since launching, our SEO team has delivered impressive results, taking the client from virtually no rankings to appearing for 400 keywords—most in the top 5 or on Google's first page.

New Home Builder/Kitchen & Bath Remodeler

Before

Visibility Statistics ?	
Listings in the First Position	19
Listings in the Top 5 Positions	57
Listings on the First Page	104
Listings on the First Two Pages	158
Listings Which Moved Up	N/A
Listings Which Moved Down	N/A
Listings Which Did Not Change	252
Total Positions Gained/Lost	N/A

After

Visibility Statistics ?	
#1 Keyword Rankings	328
Top 5 Keyword Rankings	509
First Page Keyword Rankings	637
Rankings in the First Two Pages	670
Ranking that Improved	155
Rankings that Declined	80
Rankings that Stayed the Same	435
Total Rankings Gained/Lost	↑373

This client specializes in new home construction and kitchen and bath remodeling. Their previous website and SEO performance were lackluster. Despite ranking for some keywords after three years with another provider, most were low-value and didn't drive results. That's when they turned to Integrity Media. We completely redesigned their website in WordPress and put our SEO expertise to work. The results speak for themselves—after four years, they're now ranking for nearly 700 keywords, their website traffic has surged, and their phones ring daily with inquiries. This client is thriving and busier than ever.



Summary

At Integrity Media, we specialize in transforming businesses with expert SEO, stunning website design, and powerful digital advertising strategies. The results speak for themselves—turning low visibility into high rankings, outdated websites into lead-generating powerhouses, and slow growth into thriving success stories. With tailored solutions and a dedicated team, we help businesses dominate their online presence, drive quality traffic, and generate daily leads. Partner with Integrity Media and experience results-driven marketing that delivers measurable success.

Call us today to learn how we can put these same results to work for you and your company.

