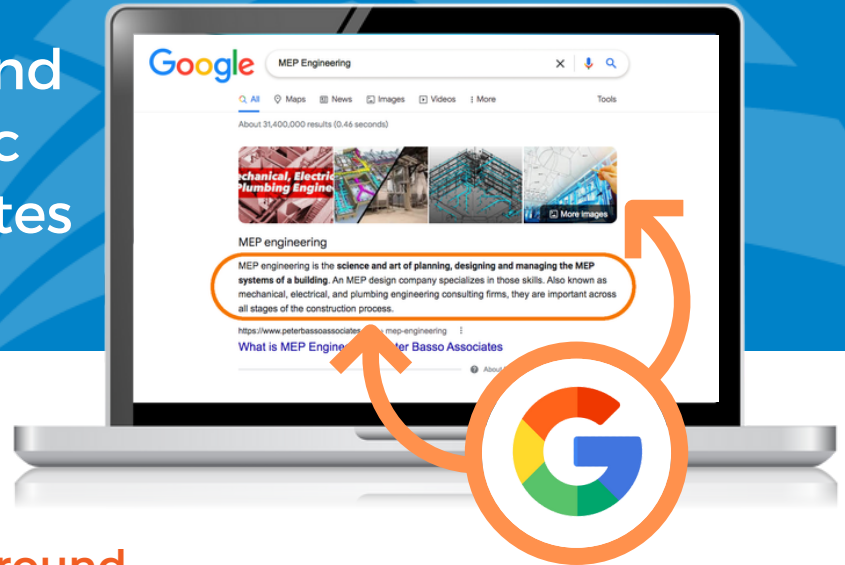


Earning a #1 Ranking and 400% Increase in Traffic for Peter Basso Associates



CLIENT

Peter Basso Associates
(PBA)
peterbassoassociates.com

INDUSTRY

MEP Engineering

CHALLENGE

PBA wanted to rank higher for their speciality, which is MEP Engineering. The firm had good blog content, but lacked a cohesive strategy for maximizing its SEO value.

SOLUTION

Inbound 281 planned, wrote, design and programmed a pillar page to achieve #1 ranking for the phrase MEP Engineering.

ROAD MAP TO OBJECTIVES

- Keyword research and SEO
- Content strategy
- Pillar page writing
- Pillar page design
- Custom programming

Background

Peter Basso Associates (PBA) is a 100% employee-owned consulting engineering firm excelling in the design of technically challenging, sustainable and high performance mechanical/electrical/plumbing systems. Headquartered in Troy, Michigan, with a second office in Ann Arbor, Michigan, PBA serves primarily educational, healthcare/laboratory, and commercial markets.

Challenge

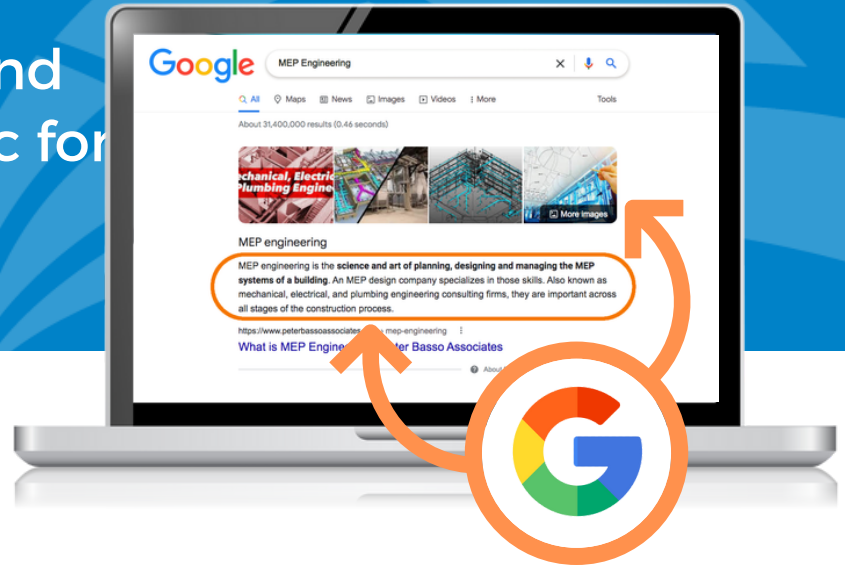
PBA had tons of good content in their blog, but it was decentralized and lacked a cohesive strategy. The firm specialized in MEP Engineering and wanted to rank higher on that as well as associated phrases.

Solution

Inbound 281 devised a pillar page strategy to leverage PBA's existing content. We conducted keyword research, devised an outline, wrote content, and design/programmed a pillar page intended to elevate PBA to the top of the rankings.



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Road map to objectives

- Keyword research and SEO
- Content strategy
- Pillar page writing
- Pillar page design
- Custom programming

RESULTS

#1

Google ranking for the phrase "MEP engineering"

G

Google Featured snippet for the phrase "MEP engineering"

16

Terms with Google Top 10 ranking

400%

Increase in organic web traffic over a 5 year period (from 7,000 to 36,000 annually)

