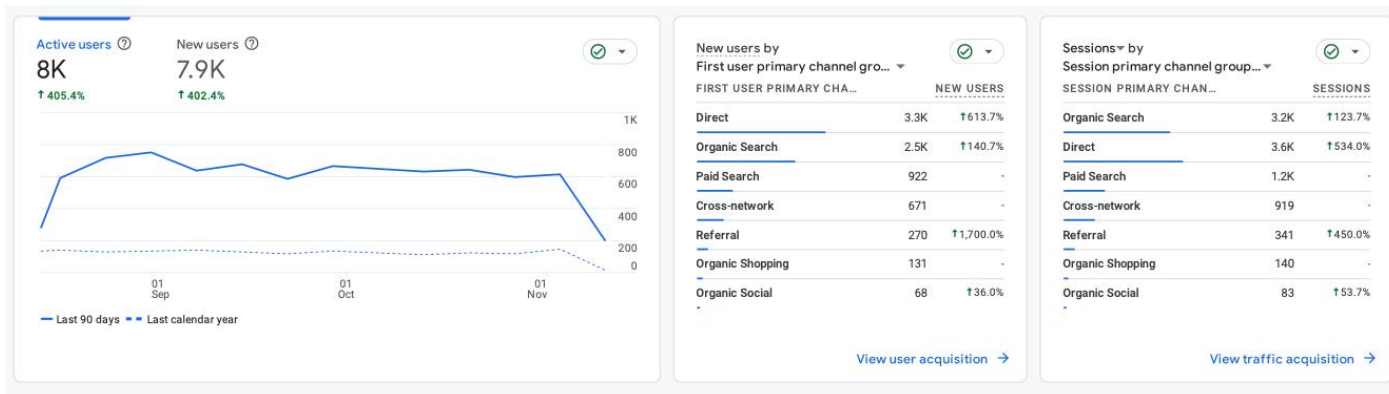


## Case Study:

# Freedom Fence's Local Organic Growth Through Enhanced Geo Page Campaign

In mid-2024, *Freedom Fence* partnered with us to implement our Enhanced Geo Page campaign, aimed at elevating their local organic visibility and attracting high-quality traffic. This targeted approach has yielded impressive results, with *Freedom Fence* seeing a **123.7% rise in sessions from organic search and a 140.7% growth in new users**

**from organic channels.** These metrics underscore the campaign's effectiveness in attracting relevant local traffic and strengthening *Freedom Fence's* visibility across their key service areas.



## Enhanced vs. Traditional Geo-Page Campaigns

Our Traditional Geo Page campaign effectively targets local search traffic through location-based keyword optimization. **The Enhanced Geo Page campaign builds on this foundation with longer, quality-focused content that leverages advanced semantic SEO techniques and conversion-oriented details, specifically designed to align with Google's latest algorithm updates.** This ensures that *Freedom Fence's* content not only achieves greater search visibility but also provides high relevance and an improved user experience, meeting modern search standards.

By aligning closely with user intent, the Enhanced campaign offers richer, more relevant information that engages users and guides them toward conversion, giving *Freedom Fence* **a competitive edge in organic visibility and attracting more qualified leads.**

## Local Engagement and Demographic Reach

The Enhanced Geo Page campaign has driven a substantial increase in user engagement across *Freedom Fence*'s core markets in Maryland. Cities such as **Baltimore, Glen Burnie, Bowie, Ellicott City, and Columbia** experienced massive growth and contributed to the **322% increase in active users**.

This surge highlights the campaign's success in connecting *Freedom Fence* with local customers actively searching for fencing services, boosting both reach and brand recognition.

## Improvements in Engagement Metrics

In addition to traffic growth, the campaign has significantly boosted on-page engagement. Over the last 90 days, **total page views increased by 254%, user engagements by 114.5%, and form starts by 108.1%**.

This enhanced user engagement underscores the campaign's ability to not only attract visitors but also encourage meaningful interactions with *Freedom Fence*'s content, resulting in higher-quality leads and greater conversion potential.

City	Active users	New users	Engaged sessions
SHOW ALL ROWS			
Total	1,878 vs. 445 ↑ 322.02%	1,783 vs. 429 ↑ 315.62%	1,207 vs. 454 ↑ 165.86%
<b>Baltimore</b>			
Aug 15 - Nov 12, 2024	418	393	252
Aug 15 - Nov 12, 2023	107	104	96
% change	290.65%	277.88%	162.5%
<b>Glen Burnie</b>			
Aug 15 - Nov 12, 2024	45	42	17
Aug 15 - Nov 12, 2023	3	2	3
% change	1,400%	2,000%	466.67%
<b>Bowie</b>			
Aug 15 - Nov 12, 2024	43	40	27
Aug 15 - Nov 12, 2023	5	5	4
% change	760%	700%	575%
<b>Ellicott City</b>			
Aug 15 - Nov 12, 2024	38	36	33
Aug 15 - Nov 12, 2023	8	8	6
% change	375%	350%	450%
<b>Columbia</b>			
Aug 15 - Nov 12, 2024	36	35	31
Aug 15 - Nov 12, 2023	9	9	9
% change	300%	288.89%	244.44%

EVENT NAME	EVENT COUNT	
page_view	12K	↑254.0%
session_start	9.3K	↑341.5%
first_visit	8K	↑414.2%
user_engagement	5.3K	↑114.5%
scroll	2.4K	↑158.3%
form_start	256	↑108.1%
click	176	↑89.2%

[View events →](#)

## Continued Growth Potential

As this campaign is still active, *Freedom Fence* is poised to see ongoing benefits as search engines continue to recognize the enhanced content's value. Unlike the short-term results of advertising, content created for **SEO serves as a long-term investment, building sustainable traffic and engagement over time.**

Based on typical SEO timelines, we anticipate that ***Freedom Fence* will continue to experience organic growth.**

Additionally, the synergy between the Enhanced Geo Page campaign and *Freedom Fence*'s PPC strategy amplifies the

campaign's impact, effectively combining the enduring value of organic content with the rapid visibility of paid efforts to maximize local reach and engagement.