TK Truck Body
https://tktruck.com/

TK Truck Body- Case Study

The main focus to create this case study is to explain how LOCAL BUSINESS is optimised and achieved higher ranking in Google Local Pack, Higher Traffic and Conversions.

Introduction about the project:

TK Truck Body is a Canada based business offering different Truck Body Parts like:

- Truck Bodies
- Service Bodies
- Truck Accessories
- Service and Repair

When we Started?

- We got this project in February 2018 with 0 traffic and no Local Presence.
Main Vision for the project:

1. To be in the Local Pack in 3-4 months.
2. Increased Traffic.
3. To generate Conversions.

Major Strategies executed to achieve the vision of the project:

2. Optimize Google Local Page.
3. Optimize Location based Local Keywords.
4. ON and Off Page Tasks.

Results and Milestone Achieved

1. Traffic: In the 1st 4 months, i.e. from Feb 15 to June 15, there are total **471 sessions** with **109 conversions**.
3. And after the completion of 6 months i.e. June to December, the total traffic on the website is **1,212 sessions with 235 Conversions.**

And now total there are 20 keywords in Local Listing.
Local Listing Insights:
Please have a look on the local listing insights of the last 3 months i.e. 7th September to 7th December.

Total Searches: 6,375.

How Customers find the Business on Local Pack:

Customer Actions: