



## COIT Cleaning and Restoration SEO Case Study

### **Product/Service:**

COIT is one of the largest specialty cleaning & restoration companies in the world with franchises in the United States, Canada and Thailand. They have more than 50 years of experience in the industry, yet we have remained a family-owned business with a close-knit corporate culture.

### **Campaign:**

Search Engine Optimization

Time Frame:

February 2009 – December 2010

### **Background:**

In the fall of 2008 COIT contacted IMA. Coit knew they needed to make a big move online but they were having trouble managing multiple vendors. They asked if IMA could step in as Interactive Agency of Record and create a long term online strategy with a clear focus on ROI. IMA did just that over the past two and half years and continues to do so today.

### **Goals:**

Increase relevant traffic that is more likely to convert into new customers

Create and successfully promote internal pages representing Coit's franchisees

### **Challenges:**

A site structure/architecture that is not search engine friendly

Massive duplicate content issues

Weak backlink profile

Lack of user oriented content

Improper on page targeting

Competitive keywords

### **SEO Strategy:**

Over several months we implemented the following:

#### **URL/Architecture Cleanup**

The current structure of the site prevents us from fixing a lot of fundamental architecture issues and won't allow the use of clean URLs through the site. However, through the use 301 redirects, canonical tags and the creation of a few new pages, we were able to make a positive impact on our indexation within the search engines.

### **Duplicate Content Cleanup**

We were once again limited by the back end database structure of this site but by wisely using 301 redirects again we were able to correct hundreds of duplicate content issues.

### **Quality Link Building Strategy**

IMA began our link building strategy by removing Coit.com from obvious bad neighborhoods (link farms, link brokers). We then began creating content in order to attract natural links, acquiring competitor's links, and outreach to industry relevant sites.

### **Ongoing, Advanced Keyword Research**

We are constantly searching for keywords that have the proper mix of traffic and competition. We are always on the lookout for new keyword opportunities and pay attention to search trends in order to take advantage of those opportunities when they arise.

### **Perfect On Page Targeting**

IMA always implements on page targeting of our chosen keywords according to current SEO best practices.

### **Results:**

75% of Coit's traffic comes from the search engines

85.5% increase in total traffic

Traffic for specifically targeted phrase "carpet cleaning" up 188%