

## Your SEO PRO in Action



**The Client:** J2 Consultants & Conrad Properties

**The Challenge:** Underperforming websites

**The SEO PRO Actions:** SEO optimization with extensive geo-targeting

### The Results:

- Now on the first page of search results (from 4-5<sup>th</sup> page ranking)
- More than a 13-time increase in both number of pages indexed and number of key terms ranking in the search engines top 20
- 99% of the 180+ new content pages (as a result of geo-targeting) were indexed by Google within 90 days
- 25% of the leads generated post launch have resulted in new business

### The Full Story:

“Trust Aaron and let him help you,” says Jens Johanson, principal of J2 Consultants, Conrad Properties, and other property and building management companies based in the greater Seattle, Washington area. “Believe me, it’s a worthy investment. It’s much like electricity – just like you can trust that a light will turn on, you can trust that Aaron’s optimization of your site will work, get results, and help your business.”

Aaron Yeagle’s company, Your-SEO Pro, was recommended to Johanson as a company that gets outstanding results. Now, six months after engaging Yeagle, Johanson has seen those kinds of results in action.

When Johanson first approached Yeagle, he wanted to boost the Google rating so that his websites would show up at least on the first page of search results. He also wanted to improve search results for his specific offices in not only the Seattle area, but also for the ones in Oregon and Hawaii.

Johanson’s sites no longer show up three or four pages back (even when there was a direct search on the company’s URLs) in search results. His companies now show up on page one, with the help of Yeagle’s optimization and geo-targeting techniques and focus on key words and terms.

Something else changed as well – Johanson is now getting business directly from inquiries that are coming from his sites. Prior to the Your SEO Pro optimization campaign, Johanson never received any inquiries from the Internet. Within the first 45 days of the launch of the campaign, however, there have been a significant number of inbound leads and 25% of those inquiries have already turned into revenue-generating business.

Johanson says that working with Yeagle was a great experience. “Aaron was readily available electronically, with very quick responses to any question I had. He’s very easy to work with, very proactive, and highly customer focused.” Johanson adds, “More importantly, he understood what we wanted to do. His work produced exactly the kind of results we were looking for. Plus, his price was about a tenth of what another company wanted to charge us – for less service!”

### **What’s up next?**

Now that he and Yeagle have worked together and he’s seen the kind of results he can get, Johanson wants to do more. “We’re now moving onto online time card and customer relationship management systems that will help my project managers work more efficiently with clients. And Aaron is encouraging me to venture into social media as well.”