

SEO CASE STUDY

"This isn't just another case study, it's a tale of transformation. Buckle up as we explore how webWAH! brought Wayside Garden Center back to life, boosting its visibility, traffic, and most importantly, sales."

Client: Wayside Garden Center

Website URL: <https://www.waysidegardencenter.com/>

Company Overview

Wayside is a locally owned, independent garden center, located in Macedon NY. The business sells a wide range of indoor and outdoor plants, annuals (grown on site), vegetable and fruit plants, perennials, shrubs, and trees. The business also offers extensive design and installation services, as well as quick delivery of bulk mulches and soils throughout the season.



Len, the passionate owner of Wayside Garden Center. Len had poured his heart and soul into his business, but his website wasn't reflecting its true potential. Customers struggled to find him online, and sales were suffering. Len knew he needed help, and that's where webWAH! came in.

Challenges

The client's business had no online presence or visibility in search engines for their type of business category in Rochester NY.

- Their business category was super competitive, and they were competing in an increasingly crowded market.
- They were not ranking in the Google search results for any of their services related keywords and needed to build their brand as soon as possible in the marketplace.
- Establishing a strong business image. Increase the website's traffic, generate leads and phone calls.

Solutions

- At the very beginning stage, webWAH! team identified and fixed technical issues on their existing website that were hindering search engine crawlability and indexing.
- Conducted extensive keyword research to identify high-value, relevant keywords for the client's business that would drive targeted traffic to the website.
- Optimized on-page elements of the website, including meta tags, headers, and internal linking, to better align with the target keywords and improve search engine visibility.
- Developed a content strategy that focused on creating high-quality, informative content that addressed the needs and interests of the target audience, while also incorporating the target keywords in a natural and relevant way.
- And many more.....

The Results

Through strategic planning and execution, webWAH! was able to drive traffic to the company's website. The results of our digital promotion accelerated the growth of the business beyond expectations & ultimately elevating the company's position in the market and setting a new standard for its competitors.

The results that our work garnered were the best that 'Wayside Garden Center' had seen and aided the growth of the business beyond expectations.

To that end, we created the following assets over the year:

S.No	Before SEO	After SEO
1.	Poor website structure and online presence.	The website is search engine friendly and more engaging for the end-users.
2.	Did not rank for any keywords in search results.	Ranks on Google for over 50+ keywords.
3.	No online presence in their serving areas.	Now ranking in all serving areas.
4.	No traffic to the website.	Receiving avg. 1200+ visits per month.

100%

**INCREASE IN
RANKINGS FOR
PRIORITY KEYWORDS**

78%

**OF KEYWORDS
ARE RANKING IN
TOP 5 POSITIONS**

81%

**INCREASE IN
ONLINE INQUIRIES, LEADS
AND PHONE CALLS**

65%

**INCREASE IN
ORGANIC TRAFFIC
YEAR OVER YEAR (YoY)**

Keyword	Before SEO	Ranking
Bulk Mulch Macedon NY	Not In Top 100	A, 1
Buy Mulch Macedon NY	Not In Top 100	A, 1
Garden Centers In Macedon NY	Not In Top 100	A, 1
Garden Landscaping Macedon NY	Not In Top 100	A, 1
Garden Supplies Macedon NY	Not In Top 100	A, 1
Landscape Supplies Macedon NY	Not In Top 100	A, 1
Mulch Delivery Macedon NY	Not In Top 100	A, 1
Mulch Macedon NY	Not In Top 100	A, 1
Nursery Plants Macedon NY	Not In Top 100	A, 1
Plant Nursery Macedon NY	Not In Top 100	A, 1
Residential Mulch Installation Macedon NY	Not In Top 100	A, 1
Shrub Macedon NY	Not In Top 100	A, 1
Garden Nursery Macedon NY	Not In Top 100	A, 1
Landscaping Nursery Macedon NY	Not In Top 100	A, 1
Commercial Mulch Macedon NY	Not In Top 100	A, 1
Commercial Mulch Installation Macedon NY	Not In Top 100	B, 1

Landscape Macedon NY	Not In Top 100	B, 1
Landscaping Macedon NY	Not In Top 100	B, 1
Mulch Delivery Service Macedon NY	Not In Top 100	B, 1
Mulch Installation Macedon NY	Not In Top 100	B, 1
Residential Mulch Macedon NY	Not In Top 100	B, 1
Mulch Sale Service Macedon NY	Not In Top 100	B, 1
Mulch Store Macedon NY	Not In Top 100	B, 1
Landscaping In Macedon NY	Not In Top 100	C, 1
Outdoor Landscaping Macedon NY	Not In Top 100	C, 1
Bulk Mulch Delivery Macedon NY	Not In Top 100	1
Garden Center Macedon NY	Not In Top 100	1
Mulch Sale Macedon NY	Not In Top 100	1
Mulch Sales Macedon NY	Not In Top 100	1
Order Mulch Macedon NY	Not In Top 100	1
Tree Nursery Macedon NY	Not In Top 100	1
Landscaping Installation Macedon NY	Not In Top 100	2
Mulching Service Macedon NY	Not In Top 100	2
Patio Installation Macedon NY	Not In Top 100	2
Landscape Contractors Macedon NY	Not In Top 100	3
Landscaping Installers Macedon NY	Not In Top 100	4
Landscaping Service Macedon NY	Not In Top 100	5
Hardscape Macedon NY	Not In Top 100	5

Testimonial From The Owner, LEN:

“When I opened my business, I knew I needed a professional to update and maintain my website, as well as handle all marketing stuff, but was not sure where to start. webWAH! delivered both for me. The team at webWAH! is easy to work with and had my website updated and running in no time at all. It did take some time for the leads to start coming in but once my SEO program was up and running for a few months, we started getting phone calls and emails from people telling me that they found us on Google. Our business has had great growth over the years and we spend most of our advertising budget with webWAH!. They are a great business partner and easy to work with.”