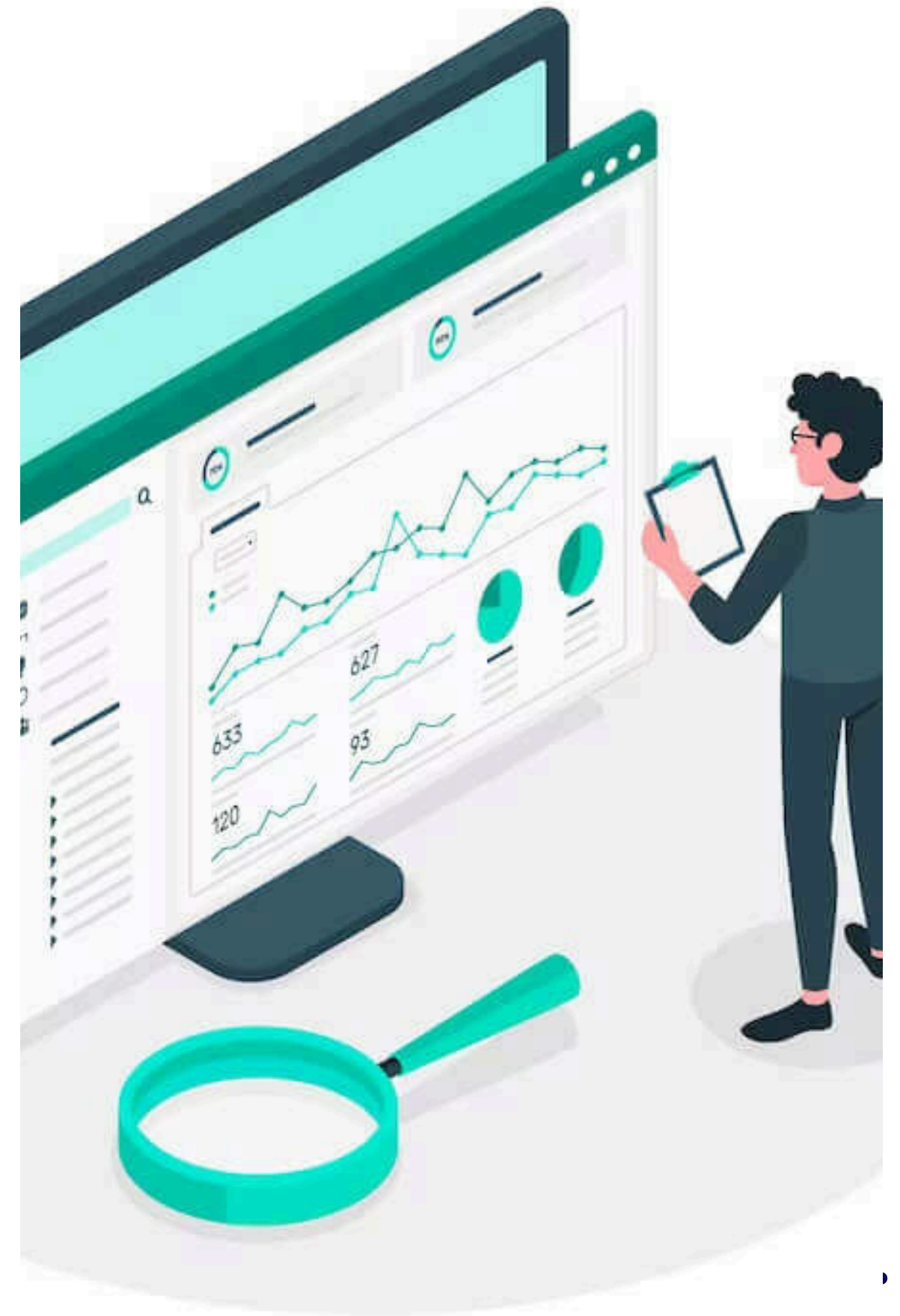SEO Case Study

PRO HOOD CLEANING SERVICE

PREPARED BY:
Eunilaine Guado

ROLE:
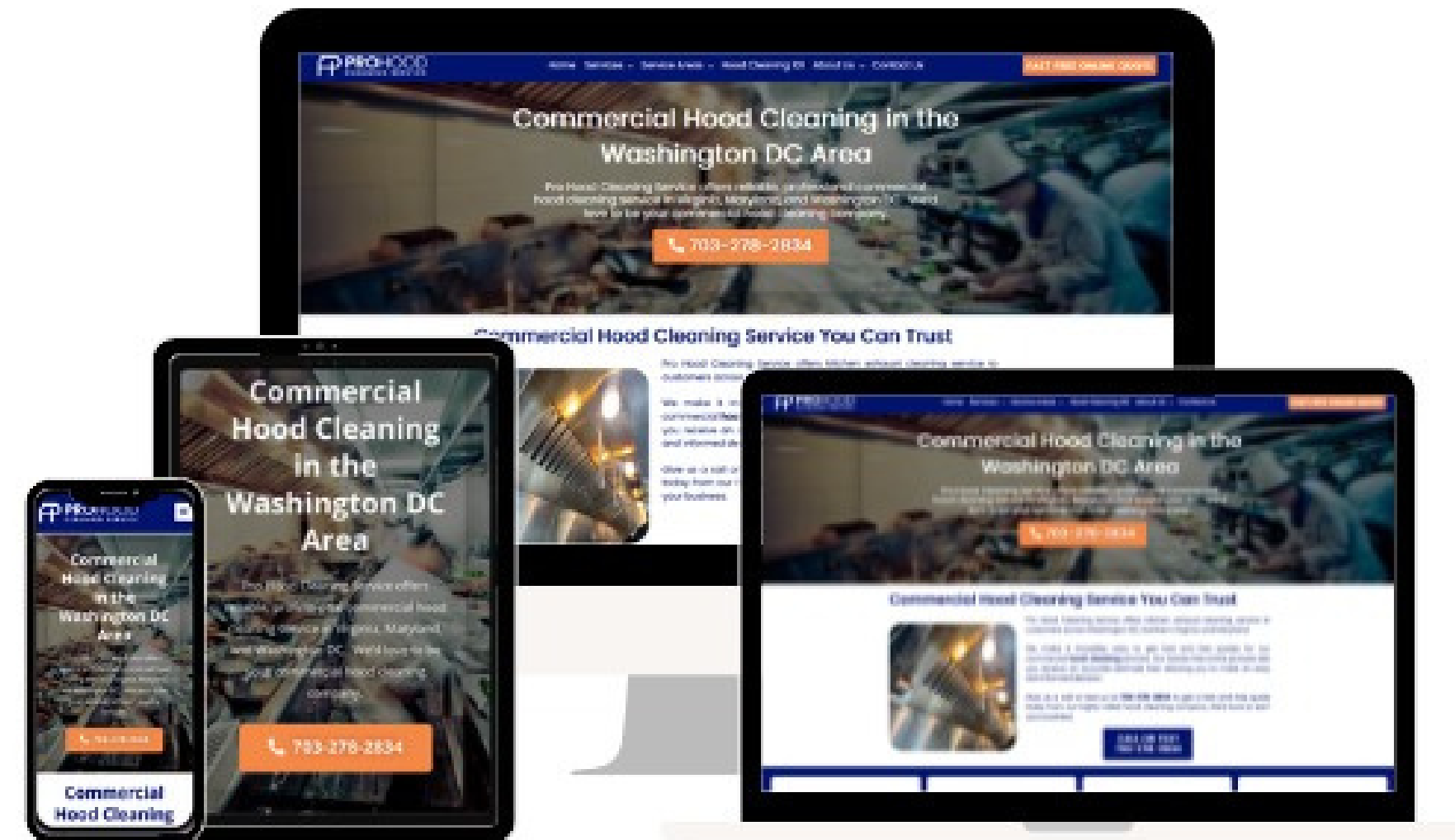
Marketing Specialist (SEO)
Company: Pro Hood Cleaning Service
Duration: August 3, 2023 – March 13, 2025
Website: prohoodcleaningservice.com
Project Type: New Website SEO (Service Pages Only, No Blog)
Industry: Commercial Hood Cleaning (Washington DC, Virginia, Maryland)

PREPARED BY:
Eunilaine Guado

OBJECTIVE AND WEBSITE LIFECYCLE:

I was responsible for executing a full SEO strategy for a brand new service-based website in a highly competitive local niche (hood cleaning services). The site had no blog and consisted only of service pages. The goal was to generate leads organically by ranking for high-intent local keywords.

- Prep & Staging Period: August 3, 2023 – November 3, 2023 (All technical setup, on-page SEO, and content prep done in staging.)
- Live Launch: November 4, 2023
- SEO Work Completed Until: March 13, 2025 (Final day of employment due to company-wide layoff)
- Data Included Until: April 4, 2025

PREPARED BY:
Eunilaine Guado

WHAT I DID:

1. Performed full SEO keyword research focused on commercial, transactional, and local search intent using Semrush and GSC data.

2. Created and optimized high-converting service pages only, including:

  > washington-dc-restaurant-hood-cleaning/

  > virginia-restaurant-hood-cleaning/

  > maryland-restaurant-hood-cleaning/

3. Wrote custom metadata for every page based on keyword targeting.

4. Manually added LocalBusiness schema markup.

5. Submitted XML sitemap and ensured full indexation via GSC.

6. Set up event tracking via GTM for phone calls, form submissions, and scroll depth.

7. Monitored performance in Semrush, Google Analytics (GA4), Google Search Console, and Google Ads (for brand monitoring only).

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Eunilaine Guado

EXECUTION:

IMPROVED DISCOVERABILITY – GOOGLE SEARCH CONSOLE

I secured top 3 positions for local commercial keywords like 'pro hood cleaning service' and 'dc hood cleaning', driving highly qualified traffic.

Top Performing Organic Search Queries

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Eunilaine Guado
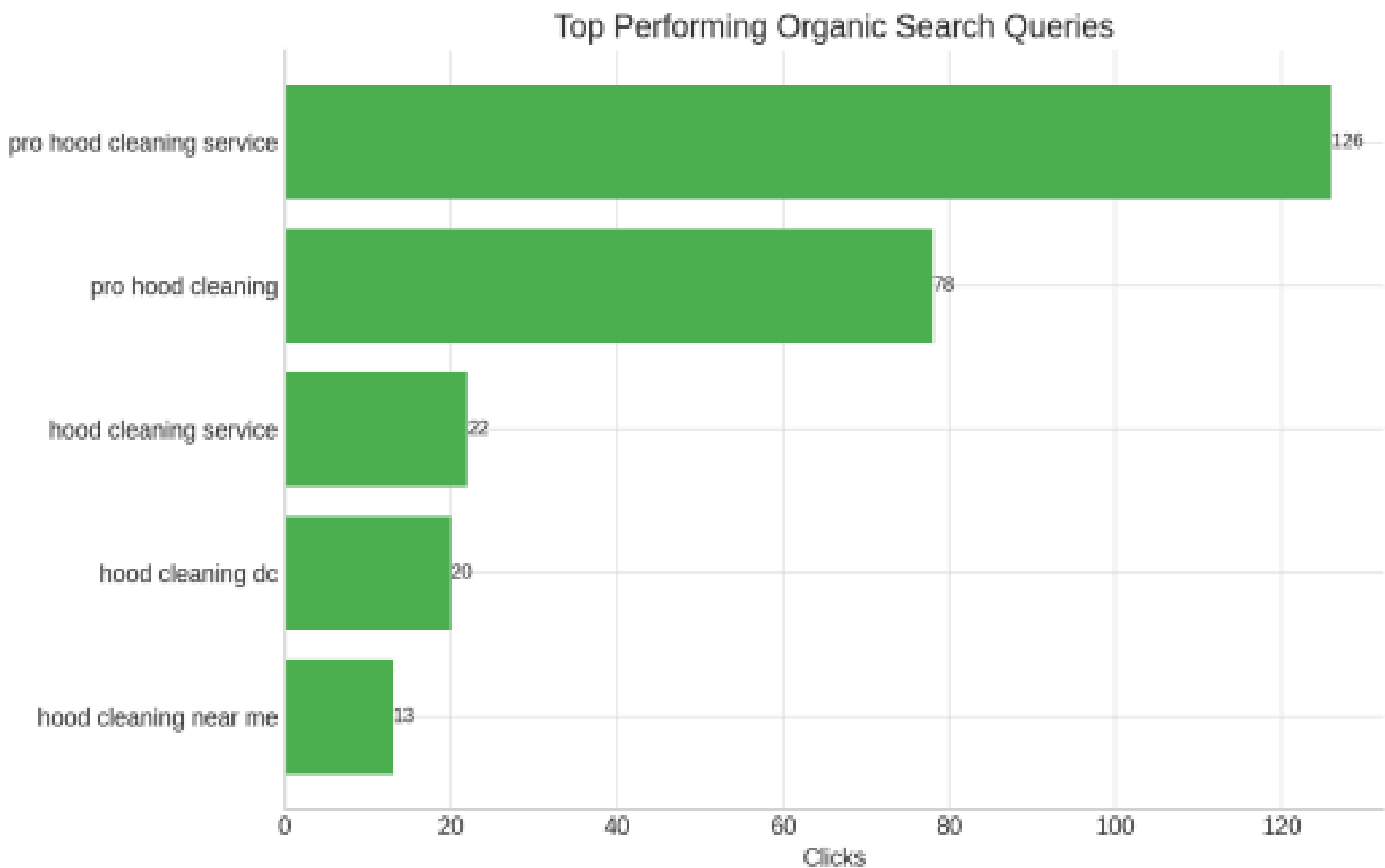
EXECUTION:

RANKING GROWTH – SEMRUSH POSITION TRACKER

Keywords in the top 3 results increased significantly, particularly for commercial and localized terms. This pushed more users to the site without relying on paid media.


Top SEO Wins by Keyword (Traffic Increase)

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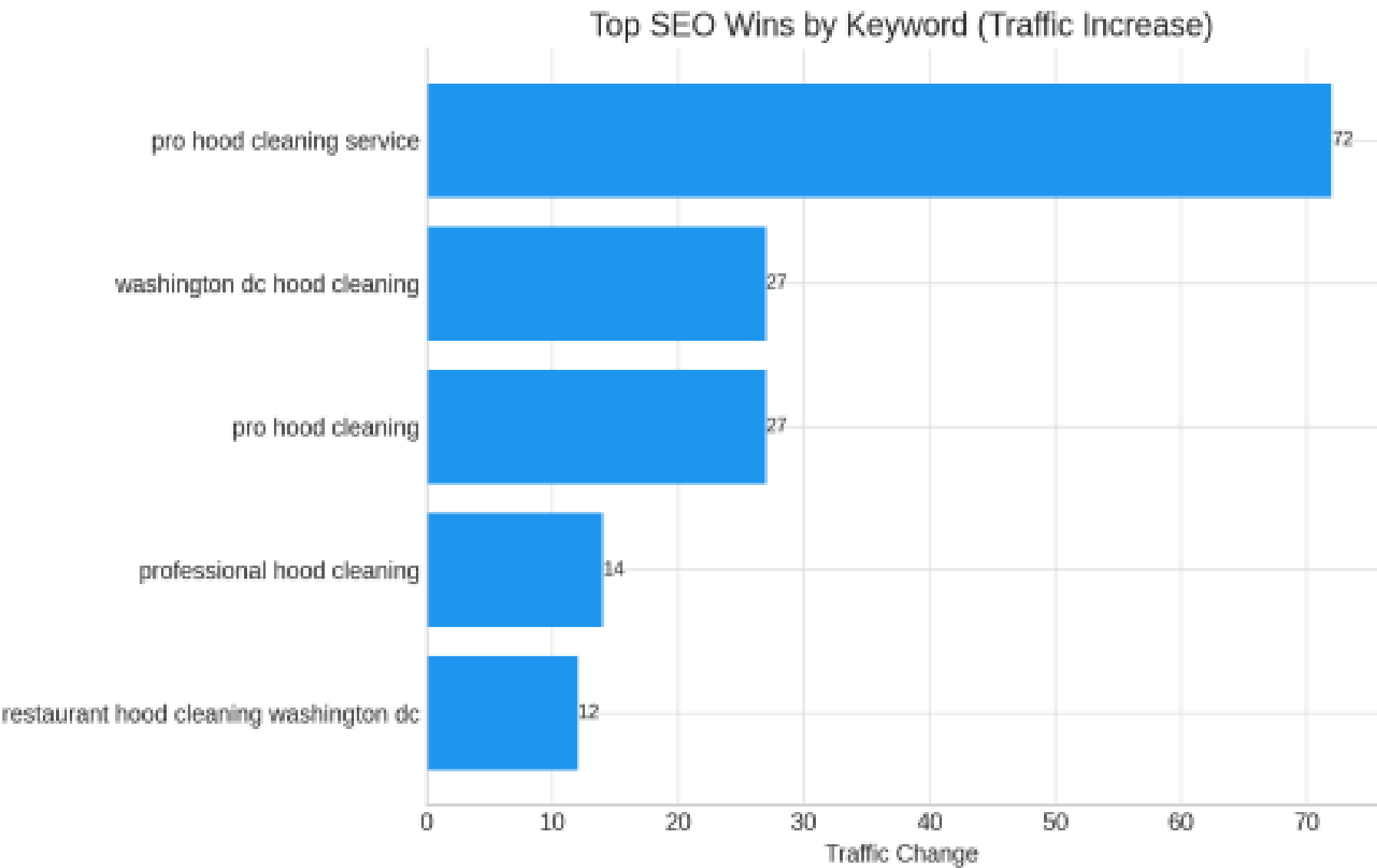
EXECUTION:

## ENGAGEMENT GROWTH – EVENT TRACKING

Events like 'page_view', 'first_visit', and 'user_engagement' saw steady growth, indicating that organic visitors found the content relevant and interacted deeper

Event name	Event count	Total users	Event count per active user
page_view	16875	7592	2.22273445732349
user_engagement	12278	4832	2.54994807892004
session_start	8694	7587	1.1459074733096
first_visit	7604	7587	1.00224067483853
scroll	3612	2214	1.63217352010845
form_start	497	371	1.33962264150943

Top Event Interactions by Count

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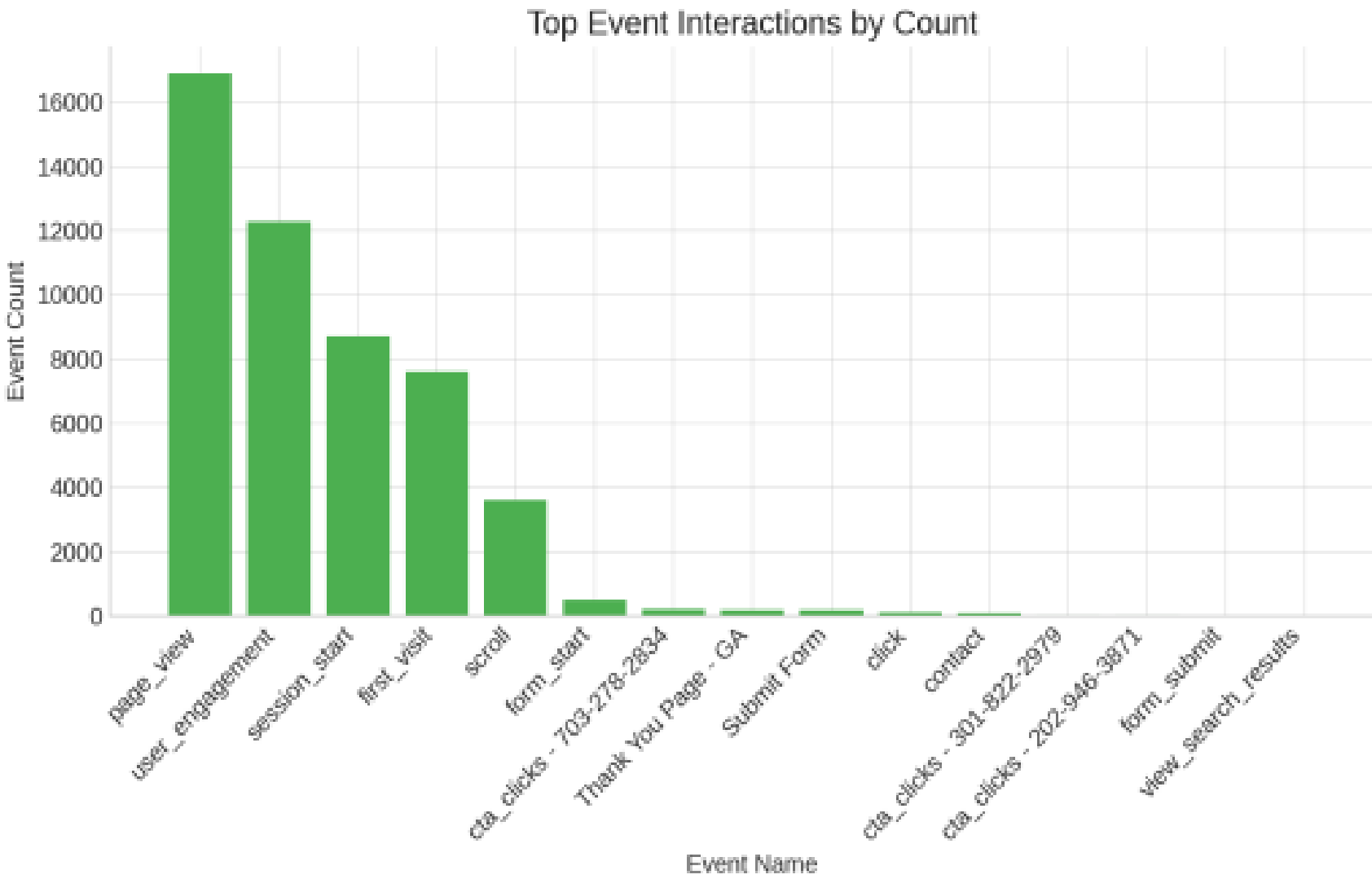
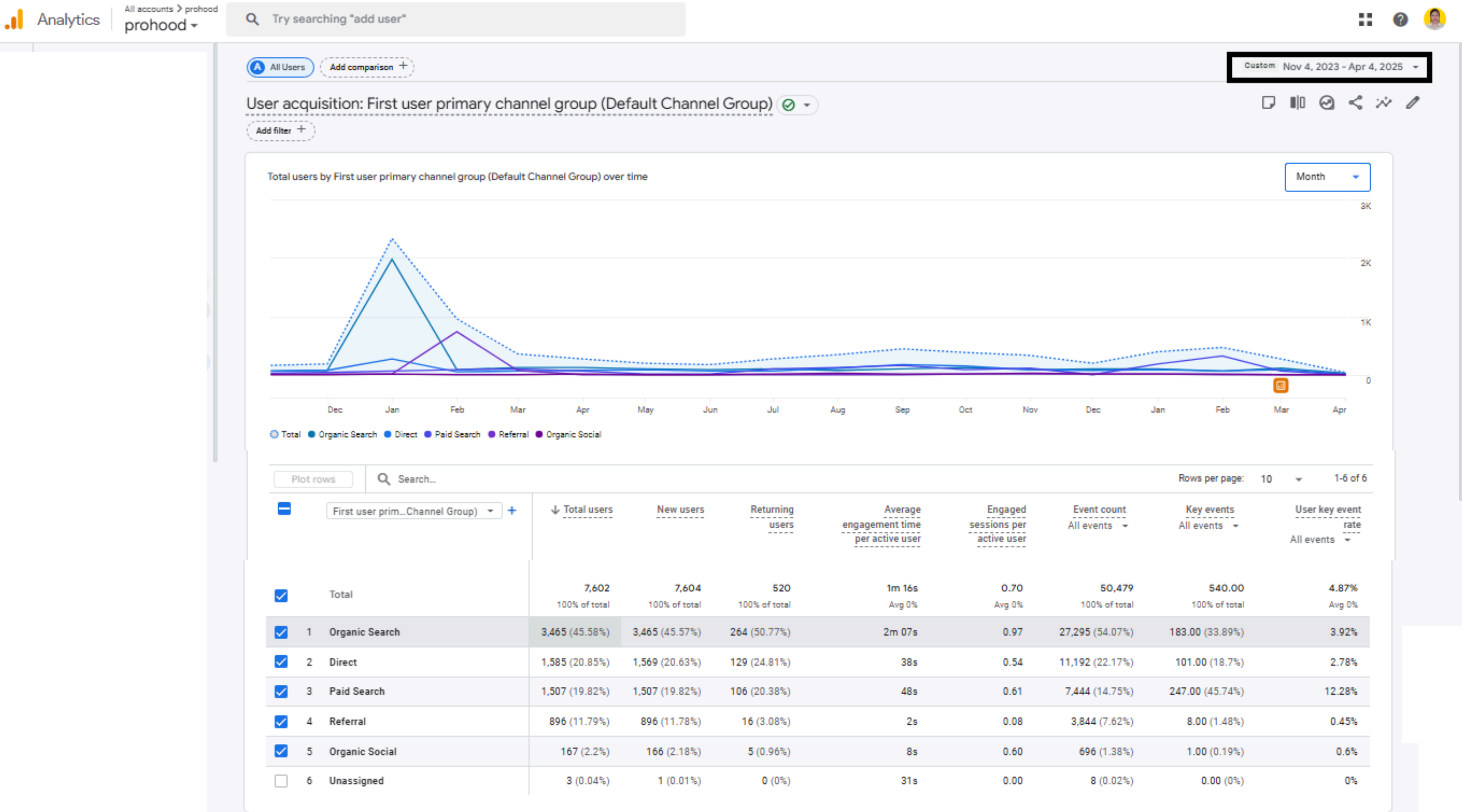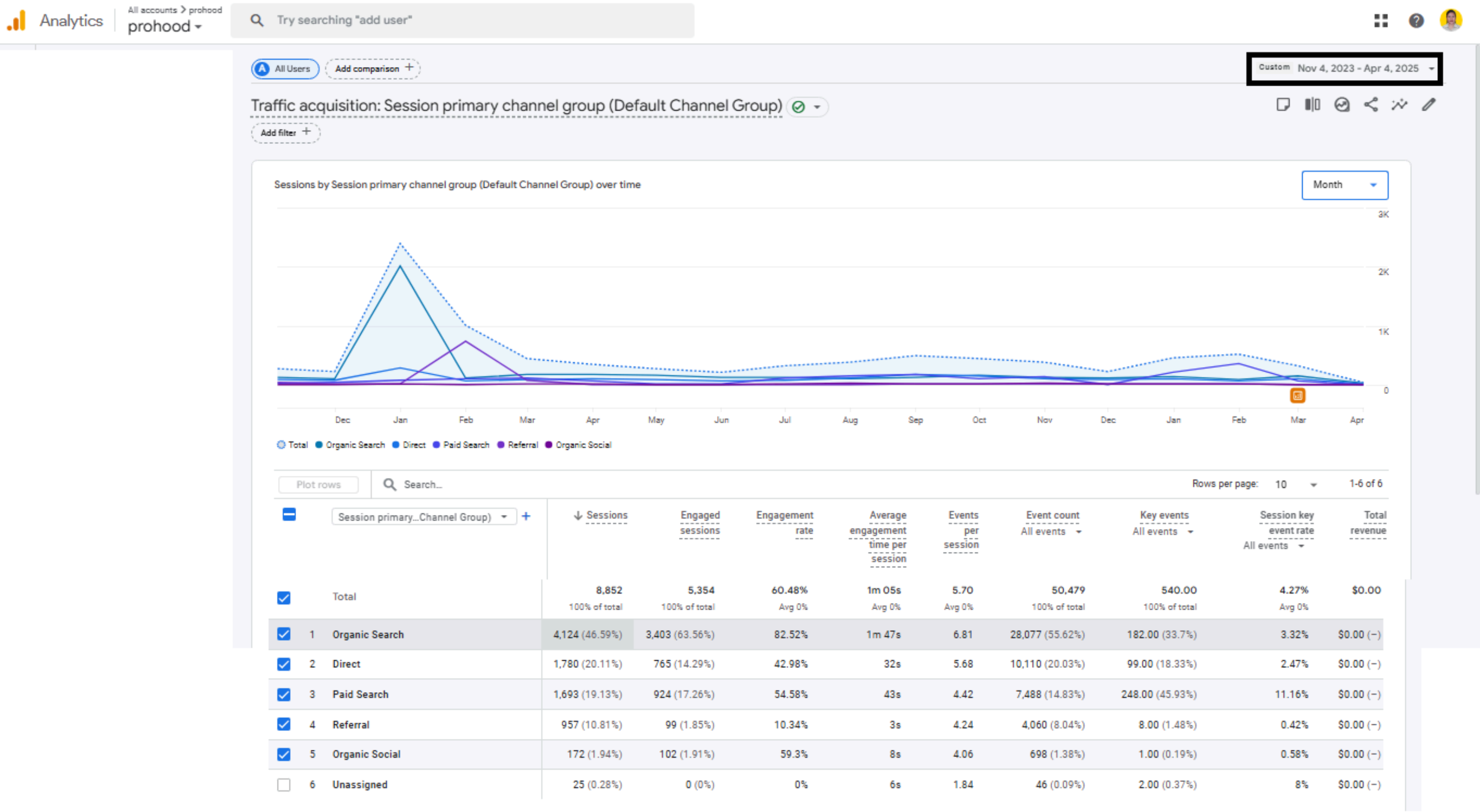# GOOGLE ANALYTICS DATA:

ACQUISITION OVERVIEW
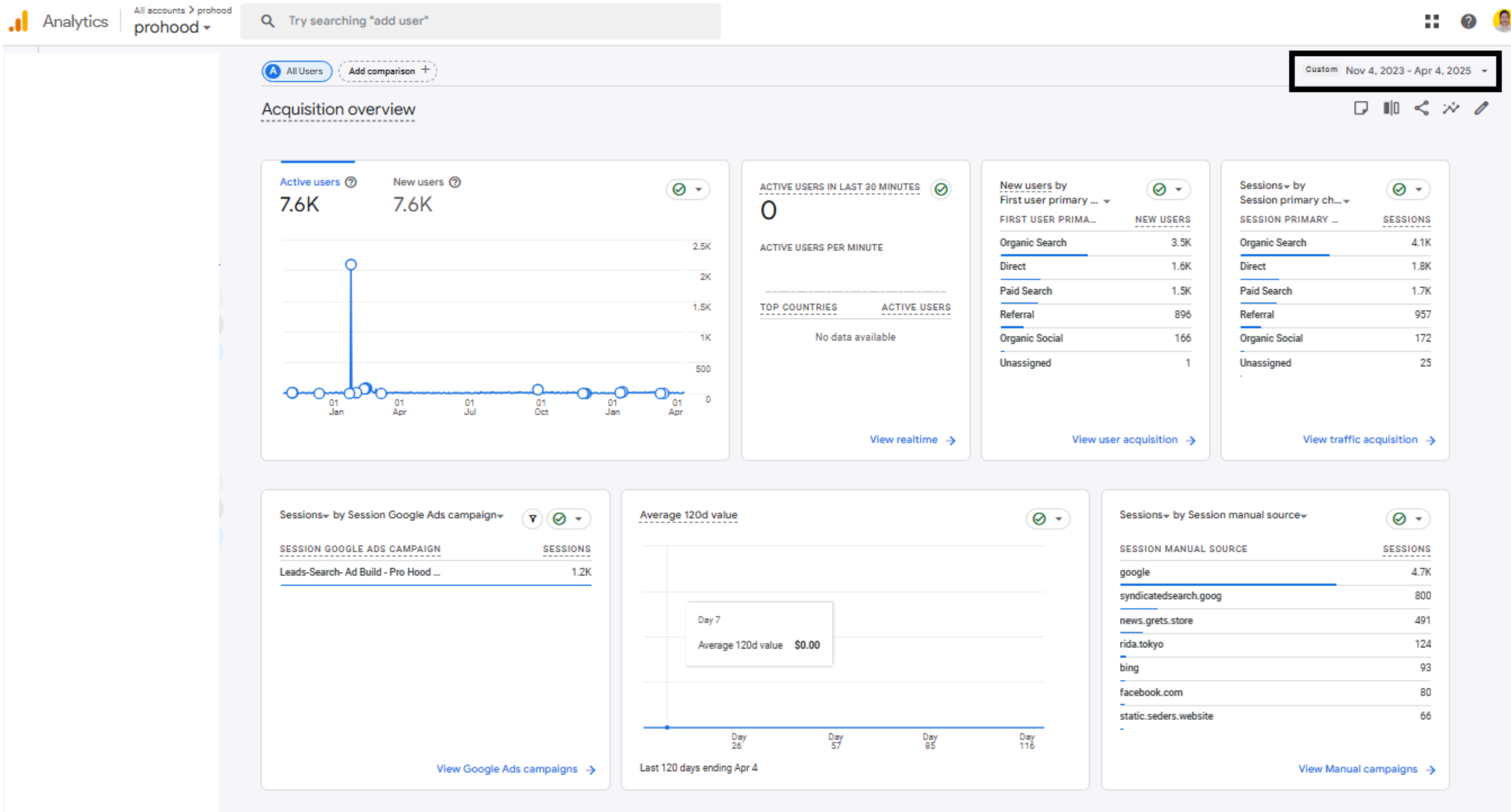
PREPARED BY:
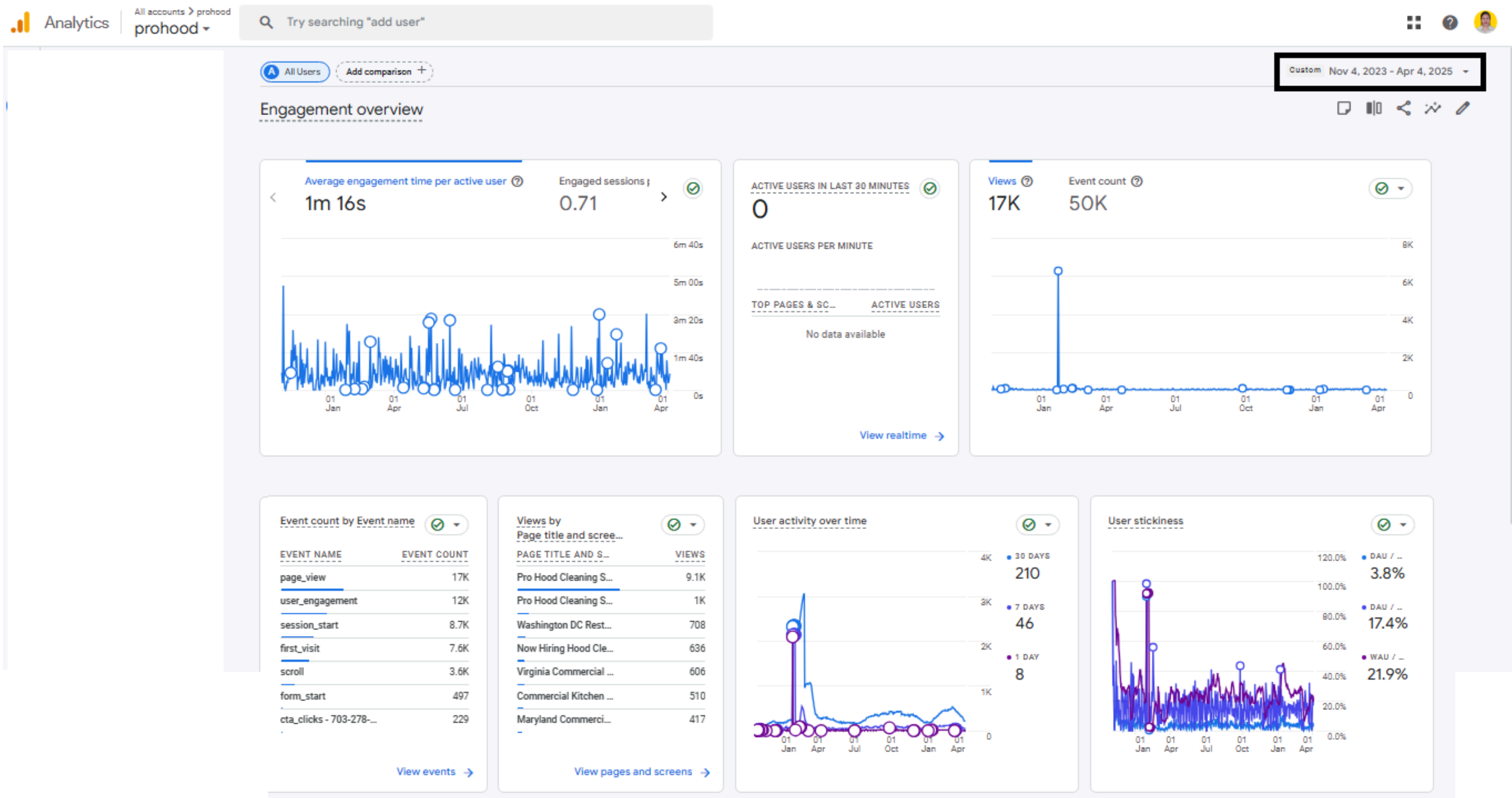Eunilaine Guado

GOOGLE ANALYTICS DATA:

USER ACQUISITION

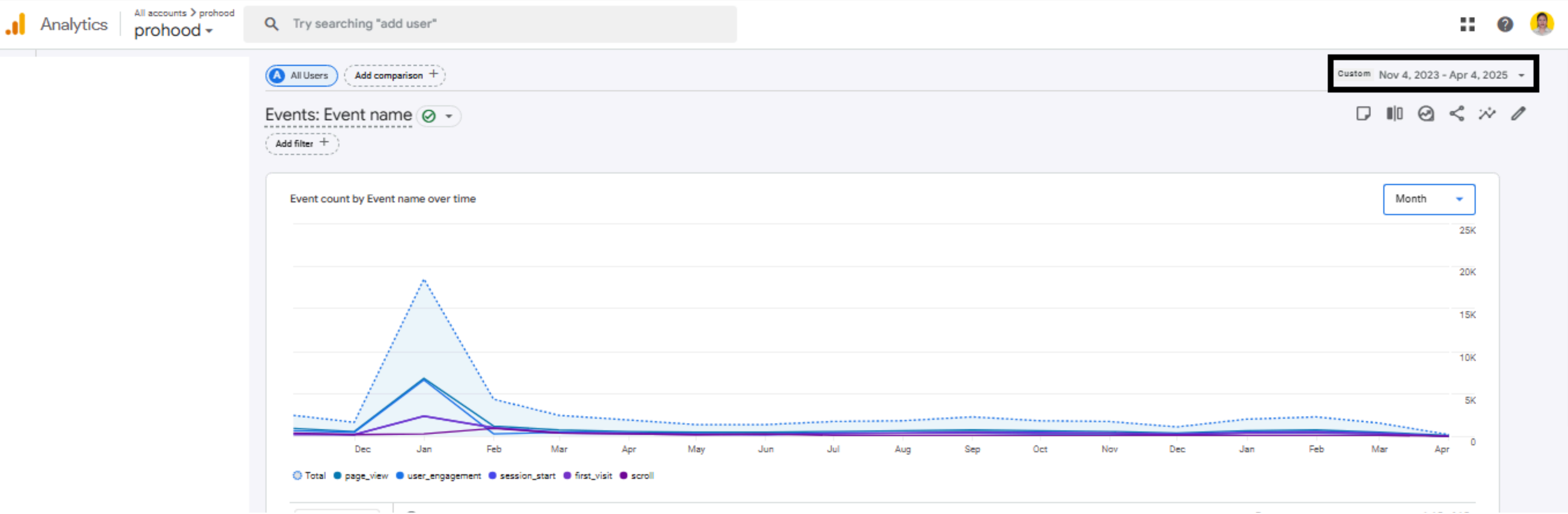PREPARED BY:
Eunilaine Guado

GOOGLE ANALYTICS DATA:

ENGAGEMENT OVERVIEW

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GOOGLE ANALYTICS DATA:

ENGAGEMENT EVENT

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GOOGLE ANALYTICS DATA:
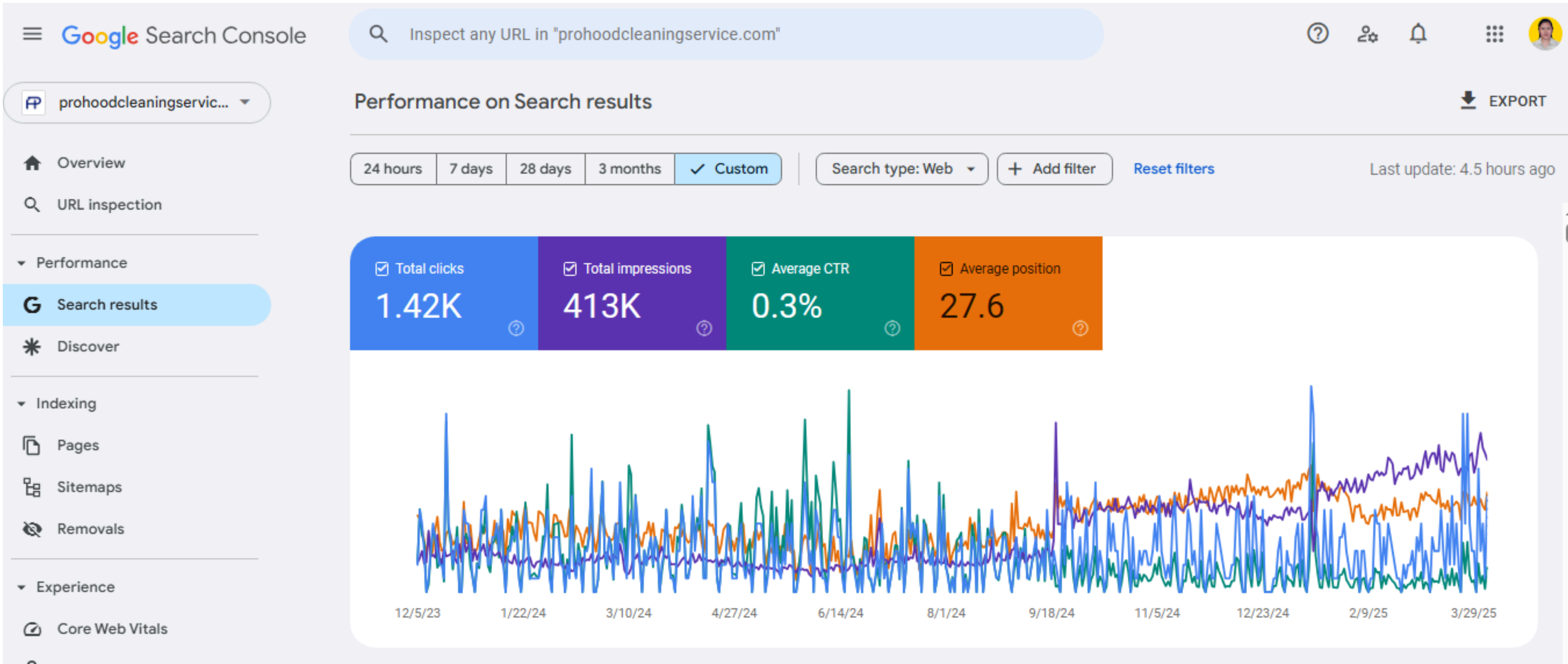
ENGAGEMENT EVENT

		Event name	+	↓ Event count	Total users	Event count per active user	Total revenue	
☑		Total		50,479 100% of total	7,602 100% of total	6.64 Avg 0%	$0.00	
☑	1	page_view		16,875 (33.43%)	7,592 (99.87%)	2.22	$0.00 (−)	⋮
☑	2	user_engagement		12,278 (24.32%)	4,832 (63.56%)	2.55	$0.00 (−)	⋮
☑	3	session_start		8,694 (17.22%)	7,587 (99.8%)	1.15	$0.00 (−)	⋮
☑	4	first_visit		7,604 (15.06%)	7,587 (99.8%)	1.00	$0.00 (−)	⋮
☑	5	scroll		3,612 (7.16%)	2,214 (29.12%)	1.63	$0.00 (−)	⋮
☐	6	form_start		497 (0.98%)	371 (4.88%)	1.34	$0.00 (−)	⋮
☐	7	cta_clicks - 703-278-2834		229 (0.45%)	184 (2.42%)	1.24	$0.00 (−)	⋮
☐	8	Thank You Page - GA		204 (0.4%)	166 (2.18%)	1.23	$0.00 (−)	⋮
☐	9	Submit Form		195 (0.39%)	156 (2.05%)	1.25	$0.00 (−)	⋮
☐	10	click		130 (0.26%)	93 (1.22%)	1.40	$0.00 (−)	⋮
☐	11	contact		99 (0.2%)	68 (0.89%)	1.46	$0.00 (−)	⋮
☐	12	cta_clicks - 301-822-2979		36 (0.07%)	34 (0.45%)	1.06	$0.00 (−)	⋮
☐	13	cta_clicks - 202-946-3871		21 (0.04%)	17 (0.22%)	1.24	$0.00 (−)	⋮
☐	14	form_submit		4 (<0.01%)	4 (0.05%)	1.00	$0.00 (−)	⋮
☐	15	view_search_results		1 (<0.01%)	1 (0.01%)	1.00	$0.00 (−)	⋮

Plot rows   Search...   Rows per page: 250   1-15 of 15

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GOOGLE SEARCH CONSOLE DATA:

PERFORMACE SEARCH RESULTS

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SEMRUSH DATA:

Projects > Domain Overview

Domain Overview: prohoodcleaningservice.com ⧉

| 🌐 Worldwide | 🇺🇸 US | 🇬🇧 UK | 🇩🇪 DE | ••• | 🖥 Desktop ⌄ | Apr 4, 2025 ⌄ | USD |

Overview   Compare domains   Growth report   Compare by countries

Authority Score ⓘ	Organic Search Traffic	Paid Search Traffic	Backlinks	Traffic Share 🇺🇸
ⓘ **9**	**198** -0.5% View details	The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.	**312**	◒ **51%**
Semrush Domain Rank 2.6M ↑	Keywords 136 ↑	**Go to Position Tracking**	Referring Domains 60	Competitors 235

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SEMRUSH DATA:

Traffic: Organic vs Paid

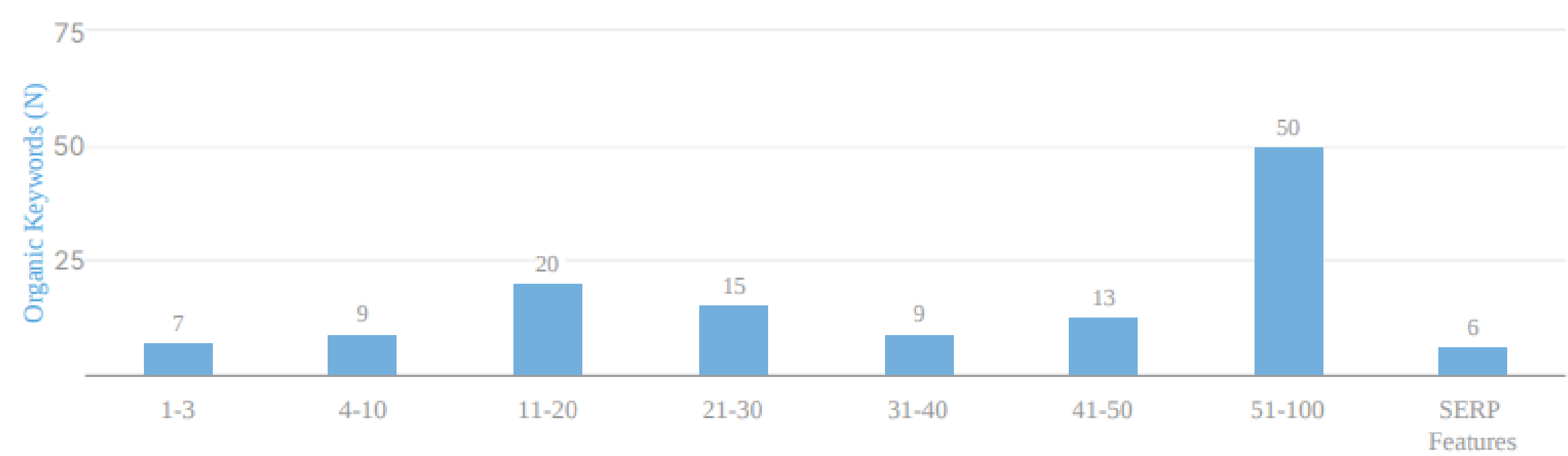US | Domain | prohoodcleaningservice.com | All time

Organic — Paid

PREPARED BY:
Eunilaine Guado
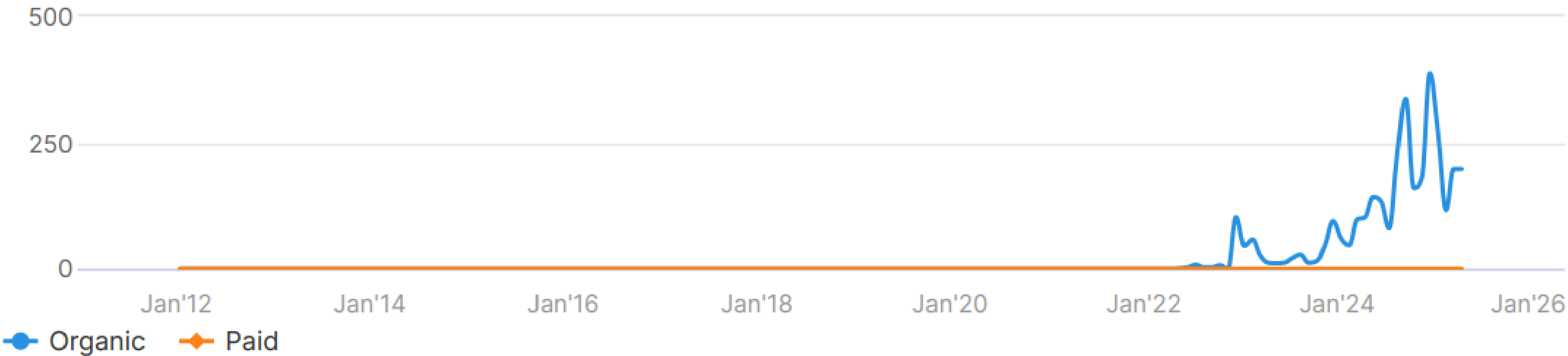
SEMRUSH DATA:

Organic Search: Top Keywords (129)

US | Domain | prohoodcleaningservice.com

Keyword	Pos	Volume	Traffic
pro hood cleaning service	1	90	36.36%
washington dc hood cleaning	2	210	13.63%
pro hood cleaning	1	110	13.63%
professional hood cleaning service	1	70	8.58%
professional hood cleaning	📍	110	7.07%

Organic Search: Keyword Position Distribution

US | Domain | prohoodcleaningservice.com

Organic Keywords (N)

Position	Count
1-3	7
4-10	9
11-20	20
21-30	15
31-40	9
41-50	13
51-100	50
SERP Features	6

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SEMRUSH DATA:

SERP features
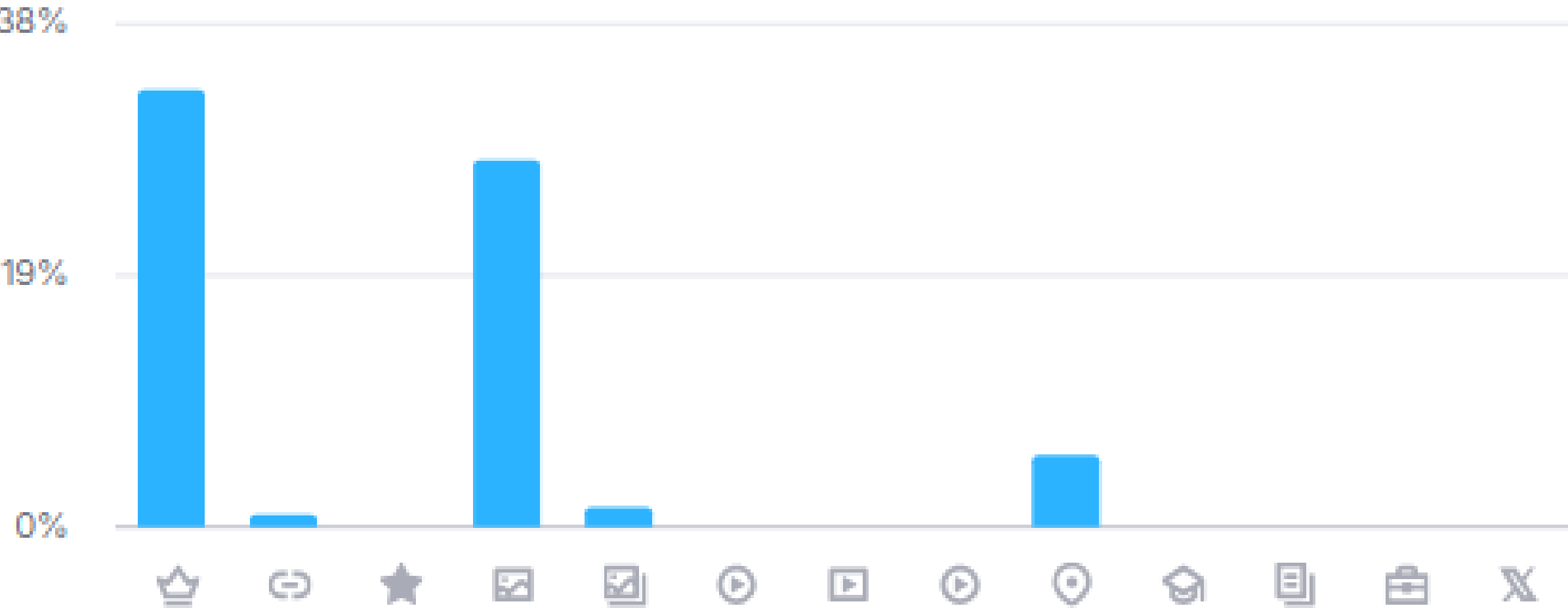
View details

SEMRUSH DATA:

Branded Traffic Trend

68%

34%

0%

Jul 2024   Sep 2024   Nov 2024   Jan 2025   Mar 2025

Branded vs. Non-Branded Traffic

● Branded   36.9%   by 3 keywords
● Non-Branded   63.1%   by 126 keywords

View details
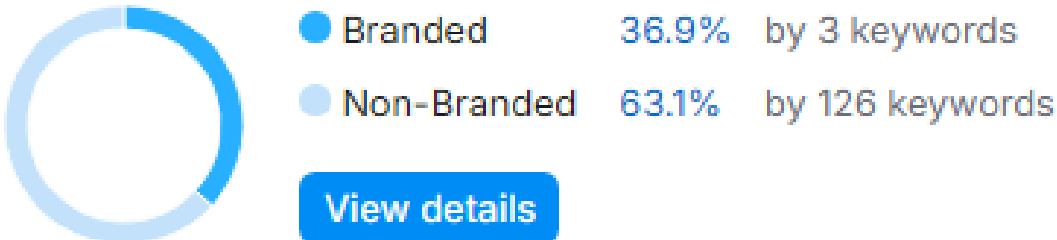
Main Organic Competitors 235

Competitor	Com. Level	Com. Keywords	SE Keywords
washingtondchoodcleaning... ⬀		5	38
prohoodclean.com ⬀		5	28
greaseguardhoodcleaning.c... ⬀		4	59
prohoodcleaning.com ⬀		6	243
expresskitchenhoodsystem... ⬀		6	185

View details

Competitive Positioning Map

● washingtondch...   ● prohoodclean.c...   ● greaseguardho...
● prohoodcleanin...   ● expresskitchen...   ● prohoodcleanin...

Organic Search Traffic

217.8

145.2

72.6

0

0   20   40   60   80   100 120 140 160 180 200 220 240 260 280

Organic Keywords
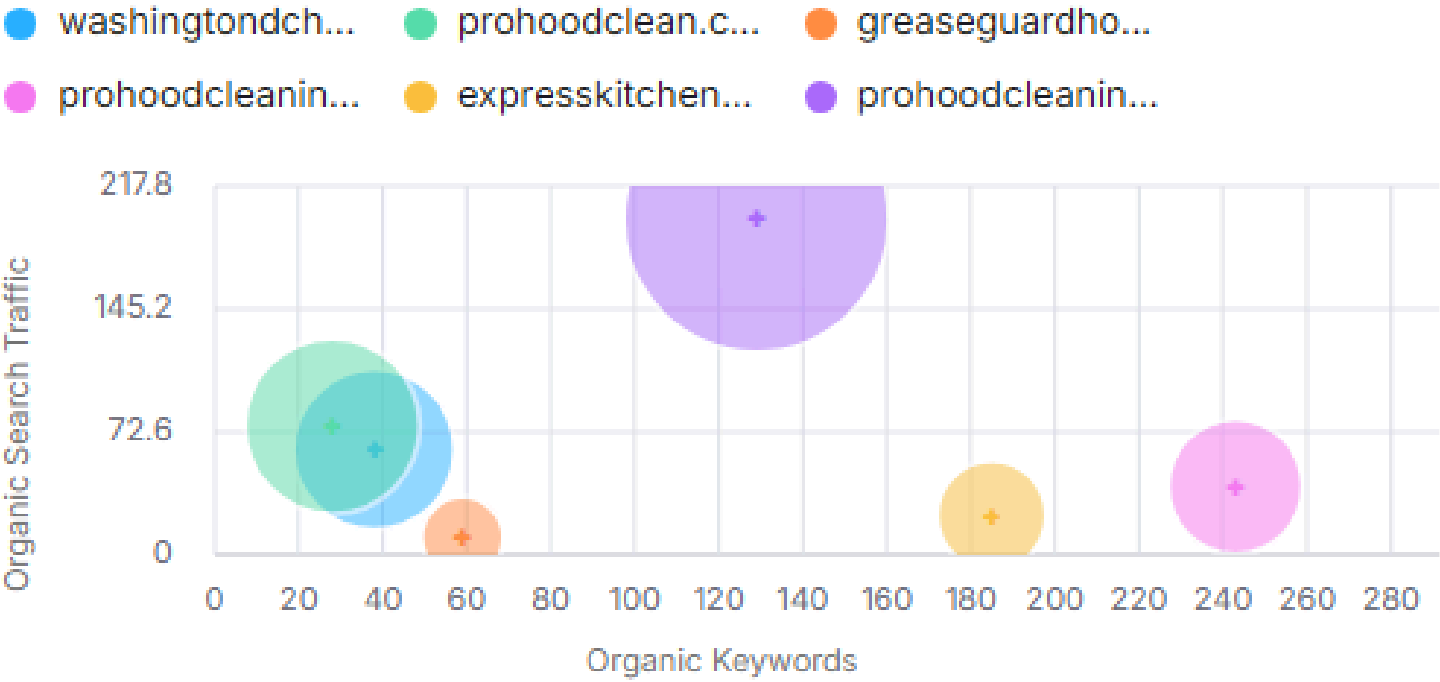
AHREF DATA:

Overview: https://prohoodcleaningservice.com/ Pro Hood Cleaning Service | Kitchen Hood Cleaning Services

Monthly volume ▾   ⊕ All locations ▾   🔗 Best links ▾   📅 Changes: Don't show ▾

Backlink profile

DR
30

AR 5,041,406

UR
7

Backlinks
195

All time 564

Ref. domains
49

All time 85

Organic search

Keywords
177

Top 3 4

Traffic
98

Value $238

Paid search

Keywords
0

Ads 0

Traffic
0

Cost N/A

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