



Case Study:

**ORGANIC TRAFFIC GROWS
125% IN ONE YEAR WITH
STRATEGIC SEO**



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BACKGROUND:

Parson Plumbing and Drains is a Central Ohio plumbing company known for dependable service and rapid

response for residential and commercial plumbing needs. As a growing company, leadership wanted to ensure that customers searching for plumbing services on Google could easily find them online. To strengthen their digital presence and online lead generation, Parson Plumbing and Drains partnered with TriAd Marketing & Media for a comprehensive [SEO program](#).



OBJECTIVE

The partnership aimed to significantly increase Parson Plumbing and Drains' visibility on Google

Search and drive more qualified traffic to their website. This would be achieved by improving search rankings, strengthening the website's technical foundation, and expanding keyword-rich content to capture high-intent searches from homeowners and businesses actively looking for plumbing services.



STRATEGY & IMPLEMENTATION

TriAd Marketing & Media implemented a multi-layered SEO strategy designed to

strengthen Parson Plumbing and Drains' presence on Google while ensuring the website maintained strong technical performance and search visibility.

A major component of the strategy focused on creating new, keyword-rich



content designed specifically to target the types of searches homeowners perform when they need plumbing services. These pages addressed common plumbing problems, service needs, and location-specific searches to help Parson Plumbing and Drains appear more prominently in Google results when potential customers were actively looking for solutions.

In addition to expanding the site's content footprint, TriAd carefully optimized existing pages to improve keyword insertion and on-page SEO performance. Page titles, headings, internal linking, and keyword placement were refined to help Google better understand the services offered and match those pages to relevant search queries.

Local SEO was another critical component of the strategy. TriAd developed localized service pages and supporting content designed to strengthen Parson Plumbing and Drains' visibility in location-based Google searches. Because plumbing services are typically urgent and location-driven, optimizing for local intent allowed the company to reach homeowners searching for help in their immediate area.

Technical SEO strategy included monthly audits to maintain best practices and optimize site performance, including speed, crawlability, and indexing. Performance was tracked and validated using Google Search Console (GSC), and new or updated pages were submitted to Google for faster indexing.

While organic search was the primary focus of the partnership, TriAd also managed paid advertising campaigns for Parson Plumbing and Drains. These Google-focused ad efforts have also generated strong lead flow, complementing the gains achieved through organic search.

Take a closer look at what we do - and how we think.



Marketing



Print



Social



Video



Web

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RESULTS: TriAd's strategy helped Parson Plumbing and Drains reach its goals SEO goals and fuel the brand's continued growth.



1. TRAFFIC GROWTH: Organic website traffic increased by more than 125% within the first year of SEO service.



2. SEARCH VISIBILITY: The website's total Visibility Percent increased by more than 700% during the same period.



3. GOOGLE RANKINGS: Parson Plumbing and Drains achieved a significantly stronger presence in Google Search results for high-intent plumbing service queries.



4. KEYWORD EXPANSION: The website expanded its keyword coverage across a wide range of plumbing services and geographic service areas.



5. LEAD GENERATION: The company has experienced continued growth in online lead generation as more customers discover their services through search.

TRIAD MARKETING HAS BEEN A GODSEND FOR US.

AFTER USING 6 DIFFERENT MARKETING COMPANIES ON TOP OF SEVERAL FREELANCERS OVER THE YEARS, WE WERE DISAPPOINTED WITH THE LACK OF TRANSPARENCY, COMMUNICATION, AND RETURN ON INVESTMENT WE EXPECTED TIME AND TIME AGAIN.

TRIAD HAS EXCEEDED OUR EVERY EXPECTATION, AND AS A RESULT WE HAVE INCREASED OUR MARKETING BUDGET TO OVER 7 TIMES OUR INITIAL AGREEMENT. I HAVE PERSONALLY REFERRED THEM TO SEVERAL FRIENDS WHO OWN BUSINESS', AND THEY HAVE ALL EXPERIENCED SIMILAR RESULTS. AFTER YEARS OF WASTED TIME AND MONEY, WE ARE GRATEFUL TO HAVE FOUND A HOME IN TRIAD - AND TO FINALLY BE FINISHED WADING THROUGH A SEA OF MARKETING "EXPERTS" WHO WERE QUICK TO TAKE OUR MONEY, AND SLOW TO DELIVER RESULTS.

Dustin Parson - Owner

Parson Plumbing and Drains



OVER 700% INCREASE
IN TOTAL WEBSITE VISIBILITY
WITHIN ONE YEAR



SEO SUCCESS: By combining strategic content development, on-page optimization, Local SEO, and ongoing technical oversight, TriAd Marketing & Media helped Parson Plumbing and Drains dramatically strengthen its presence in Google Search. The result has been substantial growth in organic traffic, improved search visibility, and a stronger pipeline of new customer opportunities as the company continues to expand.

SCAN THE CODE TO LEARN MORE ABOUT OUR SEO SERVICES



Take a closer look at what we do - and how we think.





TriAd Marketing & Media is a close-knit, multi-disciplined team of unique individuals, all with a powerful passion for creating ideas that inspire for our clients' business. From creative designs that make a real difference, to in-house digital production, all your marketing needs can be met by one team in a cohesive and cost-effective way.

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