



Simply Branded

# SEO Case Study

THE MOSS TEAM



# About Our Client

## The Moss Team

Brandon Moss owns and operates The Moss Team and is an area manager for Fairway Independent Mortgage Corporation, a nationally ranked mortgage lender that closed over \$21.2 billion in 2017 alone. Brandon takes pride in helping customers reach their financial needs and goals. He specializes in jumbo loans, reduced documentation for the self-employed, and minimal down payment loans for first-time homebuyers.

Brandon is married with a young daughter, and outside of helping borrowers finance their dream home, he enjoys spending time outdoors, golfing, at the beach, and traveling with his family.



Our client came to us with the goal of developing a local SEO strategy that would improve the rankings of his website on search engines, like Google.

## **OBJECTIVES**

The main objective of this project was to improve the rankings of our client's website using white-hat SEO strategies and techniques that aligned with the overall goals and roadmap of the business.



## **CHALLENGE**

The website was built without taking search engine optimization into consideration and access to making website changes was extremely limited.

### **NO AUTHORITY**

The website had no site authority so we were starting from scratch.

### **MISSING STRATEGY**

The pages on the site were not written with an SEO strategy in mind.



## 6-MONTH LOCAL SEO CAMPAIGN

We developed a six-month SEO campaign as the foundation of the website moving forward. This consisted of creating and managing local listings across online directories, managing & generating reviews, building site authority, strategically selecting keywords, and developing engaging content.

### Local SEO Success Formula:

- Google Business Profile
- Keyword Strategy
- Site Authority
- Online Listings
- Backlink Profile
- Valuable Content



# **Our Goal to Increase Rankings was Extremely Successful!**

**In less than two months, we got our client to rank #1 for his ideal keyword and by month 6, we were on page 1 of Google for 4 different keywords.**

# Ranked #1

## Ranking 1st on Google for Keyword



Because of our SEO strategy and targeted organic campaigns, our client's site ranks first for his strategic keywords.

# +100%

## Increase in Domain Authority



Domain authority ranges from a score of 1 to 100. The higher your score, the better your website will rank.





# Contact Us

## WEBSITE

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## EMAIL ADDRESSES

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