

CASE STUDY

Authority Boost's content writing services catapult Mother Nature's Cleaning in SEO rankings

THE CLIENT

Mother Nature's Cleaning

What to most people is nothing more than a daily chore, to the MNC team, it is a science, a livelihood, and a profound passion.

Mother Nature's Cleaning has been providing professional carpet and upholstery cleaning services in the Bay Area for the past 14 years. The company caters to both residential and commercial clients and is notably one of the few providers that exclusively use non-toxic products.

What sets it apart, however, is its expertise in treating high-value rugs such as wool, silk, and other top-class materials. MNC operates an expansive facility dedicated to handling such items alone. No other cleaning company in the region has this same capacity. In fact, most of its competitors have to outsource this specific service to MNC.





THE CHALLENGE

The **Authority Boost** team has come across many hard-working entrepreneurs, professionals, and artisans who are established specialists in their respective crafts. However, a common struggle that was apparent is that they are not necessarily trained when it comes to online marketing, an aspect that is unquestionably vital for any business today.

These are individuals and business owners that have so much benefit to offer to other people but are unable to bring all that value into view. This is the gap that we at Authority Boost are eager to close.

In the case of Mother Nature's Cleaning, it is fortunate enough that its founder is a digital marketer and recognized the importance of having visibility in the online landscape. He utilized the services of Authority Boost, focusing on one objective: to uplift the company's SEO ranking and attract more clients so they can focus on what they do best - doing the dirty work.



THE SOLUTION

Since Mother Nature's Cleaning is already a recognized industry expert, the goal therefore was to align its virtual status in order to reflect the authority that is already possessed in the actual practice.

To achieve this, the **Authority Boost** team had to shift gears. The MNC website needed a change in direction - from being a stationary service-selling site to a go-to industry resource. The way to do this is through strategic content production.



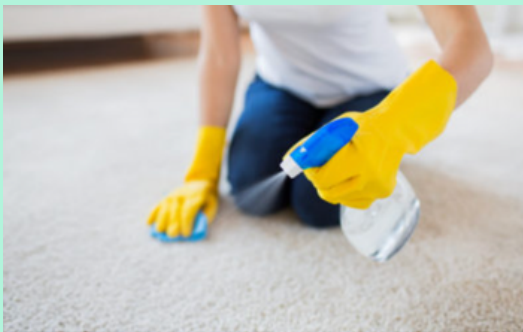
WHEN (AND WHEN NOT) TO USE VINEGAR FOR CLEANING

If you're looking for a natural cleaning solution, vinegar tends to show up as the ultimate answer. A quick search online and it seems to be the ideal ingredient for all your cleaning problems. From the window to the wall, is there anything vinegar can't do? Well,...

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Authority Boost reinforced the **website blog**, actively collaborating with the client to develop market-relevant topics. Each article is packed with rich information and backed by thorough research. Publishing of posts became more consistent and on a regulated timeline. This yielded a steady increase in traffic and lifted the site atop search results for numerous keywords.

Mother Nature's Cleaning further amplified its ranking by adjoining the services of **Brand Featured**.



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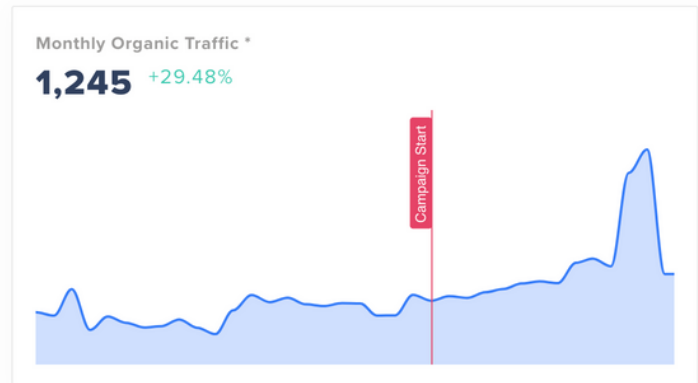


THE RESULTS

Since the start of the campaign, the MNC site ranked in an increased number of keywords. From around 3,600, it rocketed to as high as 6,500 keywords, a significant 45% increase.

The organic traffic also went up remarkably, at an average of about 30%. On top of this, the website earned nearly 7,500 backlinks from external sites.

This boost in visibility consequently led to higher lead generation and essentially, an increase in sales.



* Compared to the start of the campaign 📅 June 16th, 2022

↑
45%
KEYWORDS

↑
30%
TRAFFIC

↑
7500
BACKLINKS

THE AUTHORITY BOOST EXPERIENCE

" Authority Boost showed us the importance of website content in running the business - a real eye-opener. Now I see our blog as a key element in our success, something that we really need to invest in. And we're glad that we trusted Authority Boost to do it for us. "

Andrea Varnai

Founder | Mother Nature's Cleaning

