

CASE STUDY

8M Solar Harnesses SEO Energy for a Powerful 498% Boost in Web Traffic

498%

Increase in sessions

177%

Increase in quote form submission

2,700+

Increase in organic keywords

About 8M Solar

8M Solar is a pioneering renewable energy company committed to advancing solar technology. With a focus on innovation and sustainability, 8M Solar strives to provide cutting-edge solar solutions for a greener and more sustainable future.

The Problem

8M Solar's marketing is very localized, relying on in-person sales and online marketing to target key areas throughout North Carolina. They approached 97th Floor for assistance when their conversions were being negatively impacted by flatlined traffic and declining rankings.

The Strategy

Our SEO strategy for 8M Solar included:

1. Identifying and targeting relevant KWs
2. Building on-page optimizations
3. Strategically placing form fills to make conversion more accessible to site visitors
4. Optimizing 8MSolar's GMB for a localized set of keywords
5. Building backlinks to optimize location pages in order to better rank for local keywords targeting those areas

Results

In just 11 months, 97th Floor dramatically enhanced 8M Solar's organic traffic, achieving a 498% increase in web traffic and a 177% rise in quote submissions. Our SEO strategy expanded the company's organic keywords from 1,166 to 3,886, significantly boosting 8M Solar's visibility and market position in the renewable energy sector.

