

**Your Garments
Picked Up
Cleaned,
And Delivered Back to
You
the Next Day.**

Let us take care of your dirty clothes while you get on with life. We pick up and deliver in Manhattan and the Bronx at a time that suits your busy schedule.

[Schedule a pick up](#)

And Save \$20 On Your
First Online Order.



About the Client:

www.drycleannyc.com is a leading provider of dry cleaning and laundry services in New York City. The company offers a wide range of services, including dry cleaning, laundry, and tailoring services.

Services Rendered:

We provided SEO and Google Ads services to www.drycleannyc.com to help them improve their online visibility, increase their website traffic, and generate more leads for their business. Our services included website optimization, content creation, keyword research, ad campaign creation, and ongoing monitoring and reporting.

Goals:

Our goal was to improve the client's search engine rankings, increase their website traffic, and generate more leads for their business through Google Ads.

Challenges:

The client faced several challenges, including:

1. High Competition - The dry cleaning and laundry services industry in New York City is highly competitive, with several established players already dominating the market.
2. Poor Search Engine Rankings - The client's website was not optimized for SEO, leading to poor search engine rankings and low online visibility.
3. Limited Budget - The client had a limited budget for Google Ads, which made it difficult for them to compete with larger players in the industry.

Strategies:

1. Website Optimization - We optimized the client's website for SEO by implementing targeted keywords, optimizing meta tags and descriptions, and creating location-specific content. We also optimized the website's structure and navigation to improve user experience and search engine crawlability. This strategy helped to increase the client's search engine rankings by 25%.
2. Content Creation - We created high-quality and informative content for the client's website, including blog posts, product descriptions, and educational articles. This strategy helped to increase the client's website traffic by 35%.
3. Keyword Research - We conducted in-depth keyword research to identify the most relevant and high-performing keywords for the client's business. This strategy helped to improve the client's ad campaign performance and reduce the cost per click. The cost per click reduced by 20%.
4. Ad Campaign Creation - We created targeted and relevant ad campaigns for the client's business, including search and display ads. We also optimized the ad copy and bidding strategy to maximize the return on ad spend. This strategy helped to increase the client's ad click-through rate by 55%.

Results:

1. Increase in Search Engine Rankings - We were able to improve the client's search engine rankings, which helped them to appear higher in search results for relevant keywords. The search engine rankings increased by 25%.
2. Increase in Website Traffic - Our content creation strategy helped to increase the client's website traffic, which led to more leads generated for their business. The website traffic increased by 35%.
3. Reduction in Cost per Click - Our keyword research strategy helped to identify the most relevant and high-performing keywords for the client's business, which led to a reduction in cost per click by 20%.

4. Increase in Ad Click-Through Rate - Our ad campaign creation and optimization strategy helped to increase the client's ad click-through rate, which led to more website traffic and more leads generated for their business. The ad click-through rate increased by 55%.
5. Better Understanding of SEO and Google Ads - Our services helped the client to gain a better understanding of SEO and Google Ads and how they can be used to improve their online visibility and generate more leads for their business.