



THE DRAIN TEAM

TheDrainTeam.com

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A fresh website redesign in 2010 kicked off the campaign with the goal of attaining the #1 Google organic (free) ranking in all cities The Drain Team serves including Tampa, St Pete, Clearwater, Sarasota, Bradenton, Venice, Brandon and up to Hudson & New Port Richey. Unfortunately Google's algorithm has a strong tendency to rank a local company **only in the city contained in its address** and The Drain Team is located in Largo.

Google Adwords pay-per-click advertising, will, of course, give space to most anyone willing to pay for it so we developed an extensive campaign in all areas of Florida where The Drain Team trucks roam. This expensive, extensively complicated campaign is, at its core, a simple case of creating a positive return with a small sample size, then expanding while constantly confirming and improving upon the positive return. Keyword level call tracking and analytics play key roles in optimizing this campaign.



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