



REBEL MEDIA
— AGENCY —

SEARCH ENGINE OPTIMIZATION

FROM STRUGGLE TO SUCCESS: ART CRAFTING
HOUSTON JOURNEY WITH SEO



Our Client:

This customer (Non-disclosure) provides art services in Houston, Texas, offering storage, crating, and installation of fine arts.

Goal:

Drive more people to the website by ranking higher for keywords, doing so would boost client acquisition.

Project Duration:

14 Months
(Ongoing)

Problem Statement:

The client is in a competitive niche and was looking to rank for competitive keywords. The client wanted to rank high for keywords like “art crating houston”, “art services houston”, and “art storage houston”.



STRATEGY (OVERVIEW)

Our strategy consisted of five general steps, proven to generate optimal results.

01

STEP

We performed in-depth market research and competitor analysis.

02

STEP

We set up the necessary tracking codes and made sure those codes had been implemented correctly on the client's site.

03

STEP

We performed keyword research to determine what keywords we would target and track for the campaign.

04

STEP

We performed a site audit, revealing any on-page issues that required immediate attention.

05

STEP

Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1.art crating in houston	1	+3
2.art services houston	1	+4
3.art storage houston	1	+1
4.houston fine art services	1	+1
5.picture hanging services houston	1	+85
6.picture hanging services houston tx	1	+97
7.professional picture hanging services houston	1	+99
8.art shipping houston	3	+1
9.fine art shipping houston	5	+1
10.art installation houston	6	+28

SEARCH ENGINE RESULTS (ON GOOGLE)

The image shows two screenshots of Google search results. The top screenshot is for the search query "art crating houston". The search bar shows the query, and the results page indicates "About 4,160,000 results (1.05 seconds)". The first result is highlighted with a red box and contains the following text:

1. Professional Art Crating Service In Houston Texas | Fine Art Crating Houston. Houston-based crate shop is equipped to pack your art or other valuables. We offer a wide variety of options for packing works ...

The bottom screenshot is for the search query "art services houston". The search bar shows the query, and the results page indicates "About 1,160,000 results (1.05 seconds)". The first result is highlighted with a red box and contains the following text:

1. #No.1 Art Services In Houston | Best Fine Art Services
Do you need the best art services in Houston, TX? is the well-known Houston fine art services offering the best storage, crating, installation, services, etc.
Art Storage · Art Crating · Art Installation · Picture Hanging Service

The second result is also visible below the first one:

2. DCM Art Services – Professional Art Handlers
We were excited to assist artist Sarah Fisher install her multi-paneled mural at Houston Foodbank. During this unusual time, we find hope and inspiration in

Solution

Our SEO experts ran a highly optimized SEO campaign to start generating organic traffic and eventual leads.

Final Outcome

We were able to increase the positions of multiple keywords on Google's search engine results page to the first page. Many of these keywords increased dramatically in the first couple of months of the campaign.