

EXECUTIVE LIMOUSINE

Case Study



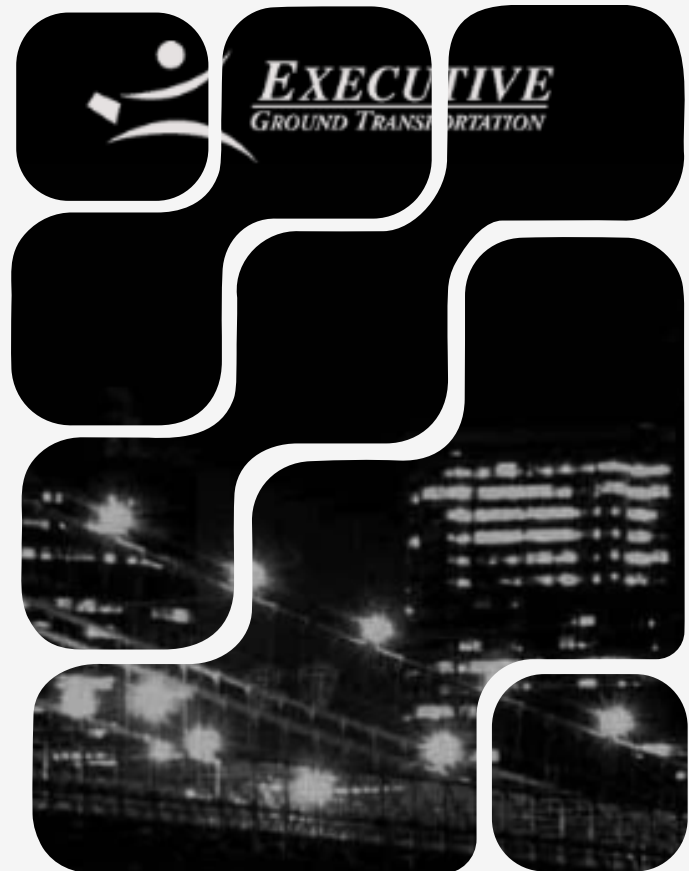
Client website

www.executivelimousine.org/

Campaign

Web Design | SEO | Rescue Mission

Type



Contact Us

375 Commack Rd., Deer
Park, NY 11729



(855)969-5541



contact@designmemarketing.com



www.designmemarketing.com

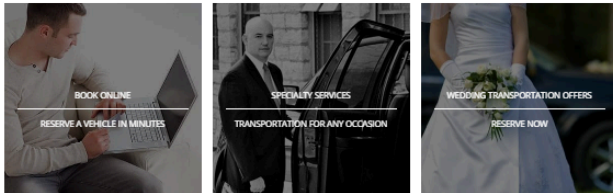
Executive Limousine

Long island limousine service & Executive Ground Transportation



LONG ISLAND LIMOUSINE SERVICE & EXECUTIVE GROUND TRANSPORTATION

Premium Long Island Limousine Service and Executive Transportation Solutions



MOVE IN STYLE

Select a vehicle type below for your long island limo service and ground transportation experience.

SEDANS SUVs STRETCH LIMOS PARTY BUS MINI-BUS




The Project Overview

When we took over the digital marketing campaign for Executive Limousine, we found a struggling campaign that lacked direction. Their previous SEO and PPC efforts were poorly managed, leading to wasted ad spend and minimal conversions. The website was filled with generic, low-value content that did little to attract or convert visitors. More concerning, their organic rankings had dropped significantly, leaving them nearly invisible for key search terms. This decline in visibility directly impacted their lead generation, as potential customers simply couldn't find them online.

After conducting a deep audit, we uncovered a critical issue that had gone unnoticed— their website had been compromised due to a broken theme, leading to a security breach and a **Google de-listing**. This meant their website was effectively removed from search results, causing an even greater loss in traffic and leads. We quickly intervened to stop the damage, fix the vulnerabilities, and submit the site for reindexing. Once Google re-listed the site, we implemented a full-scale optimization strategy that not only restored their rankings but ultimately positioned them **higher than ever before**.

Contact Us

 (855)969-5541

 375 Commack Rd., Deer Park, NY 11729

 contact@designmemarketing.com

 www.designmemarketing.com

Executive Limousine

Long island limousine service & Executive Ground Transportation

- Opening doors
- Handling your luggage with care
- Arriving on time

We assure you that our professional and experienced drivers can exceed your expectations.



LONG ISLAND CORPORATE CAR SERVICE

Executive Limousine caters to the needs of busy professionals and rises to meet those needs with outstanding service and amenities.

When you want to impress a corporate client or send your best employees to and from the airport, like a car service NYC to Long Island, a JFK airport car service or even a Lagaardia airport car service. Executive Limo rises up to the challenge with first-rate dependability and professionalism.

Your important clients and staff will be well pampered, while being safely transported between the airport and important business functions. We'll make sure they get there on time in one of our well-kept, classy corporate sedans or corporate limos.

Apply for a Long Island corporate car service account with Executive Limousine today! Contact our Corporate Account Specialists at (866-982-5065).



The Solution

To get Executive Limousine back on track, we executed a multi-phase strategy that combined SEO, content optimization, and PPC restructuring. The first priority was **restoring their website's technical health**. We removed all traces of the previous security issue, repaired the broken theme, and implemented **high-level security measures** to prevent future breaches. Next, we resubmitted the website to Google and fast-tracked the reindexing process, ensuring that search engines would crawl and recognize the site's legitimacy once again.

Once the foundation was secure, we **restructured the website's content** to focus on **high-converting, keyword-targeted pages**. We optimized service pages, created location-specific landing pages, and built **informative blog content** to establish topical authority. On the paid search side, we revamped their PPC campaigns to **eliminate wasted spend and focus on high-intent search terms**. Additionally, we executed a **targeted backlink strategy**, securing **133+ new authoritative links**, boosting the domain's credibility and search rankings.

Contact Us



(855)969-5541



375 Commack Rd., Deer Park, NY 11729



contact@designmemarketing.com



www.designmemarketing.com

Executive Limousine

Long island limousine service & Executive Ground Transportation



5 OCCASIONS PERFECT FOR HIRING A LIMO ON LONG ISLAND

October 2, 2024

Discover 5 perfect occasions for hiring a limo service Long Island NY. From wedding



HOW FAR IN ADVANCE SHOULD I BOOK LIMOUSINE FOR A LONG ISLAND EVENT

December 23, 2024

Planning a special occasion? Learn when to book limousine rentals on Long Island for your dream ride. Get insider tips on timing, availability, and seasonal demands for experience.




The Results

The impact of these changes was immediate and powerful. Within weeks, **Executive Limousine was fully reindexed and ranking higher than before** the security issue. Website sessions grew by **88.7%**, reaching **6,200 total sessions**, while **new users increased by 91%**, bringing in **5,600 fresh potential customers**. Organic search traffic rebounded, now accounting for **29% of total visits**, while **paid search efficiently contributed 44%**, ensuring a steady flow of leads.

Conversions saw a **significant 71% increase**, rising to **662 total conversions**. This included **485 phone call inquiries**, **98 phone call clicks**, and **51 form submissions**—all direct leads for the business. Keyword rankings also surged, with major improvements such as **“limo company” jumping from position 26 to 7** and **“executive ground transportation” moving from 20 to 3**. Combined with a **1,600-backlink portfolio and increased domain authority**, these improvements positioned Executive Limousine as a top player in the New York and Long Island luxury transportation market.

Contact Us

 (855)969-5541

 375 Commack Rd., Deer Park, NY 11729

 contact@designmemarketing.com

 www.designmemarketing.com

Performance Analysis

Traffic Growth:



Website sessions increased by **88.7%**, reaching **6,200 sessions**, demonstrating significant organic and paid search improvements.

Engaged Sessions:



Increased by **1,199 sessions**, bringing **total engaged sessions to 2,700**, indicating improved user interaction and website quality.

Paid vs Organic Search:



29% of total traffic came from organic search, while **44% came from paid search**, showing a well-balanced digital marketing strategy.

Backlink Growth:



The domain now has **1,600 backlinks**, with **+133 new quality links** added in the last 30 days, boosting authority and credibility.

Conversion Growth:



Total conversions jumped by **274**, reaching **662 total conversions**, including **98 phone call clicks**, **51 contact form submissions**, and **28 email inquiries**.

New User Acquisition:



The site gained **5,600 new users**, marking a **91% increase**, significantly expanding its customer base.

Keyword Rankings:



The website is now ranking for **395 keywords**, with several high-value terms improving dramatically, such as "limo company," which moved from position **26 to 7**, a **+19** improvement.

Call Volume:



The website generated **485 phone call conversions**, an increase of **165 calls**, proving the effectiveness of SEO and PPC in driving direct leads.

Domain Authority & Visibility:



The domain rating (DR) is 32, and the website ranks for **2,700 keywords**, maintaining a strong presence in search results.

Page Engagement:



The **average engagement time increased to 1 minute and 9 seconds**, showing that visitors are staying longer and engaging with the content.

Contact Us



(855)969-5541



375 Commack Rd., Deer Park, NY 11729



contact@designmemarketing.com



www.designmemarketing.com

Performance Analysis

Before

395 Total Keywords Ranked For

Keyword	Intents	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Update
+ long island car service	C T Local	4	1.1K	30	2.76	38	+13	0	11 - 9	+2	https://executivelimousine.org/	1 d ago
+ executive ground transportation	C T	3	80	47	1.36	30	+20	0	3 - 1	+2	https://executivelimousine.org/	2 d ago
+ long island limo service	C T Local	3	300	37	2.08	28	+5	0	6 - 5	+1	https://executivelimousine.org/	4 d ago
+ nyc limo service	C T Local	4	700	62	2.05	27	+10	0	12 - 10	+2	https://executivelimousine.org/	4 d ago
+ corporate limo service	C T	2	250	10	1.70	15	+14	0	19 - 6	+13	https://executivelimousine.org/articles/corporate-limo-service/	3 d ago
+ limo company	C T	3	400	56	1.58	15	+14	0	26 - 7	+19	https://executivelimousine.org/	3 d ago
+ limo rental prices	I C	3	800	3	0.85	10	+2	0	13 - 12	+1	https://executivelimousine.org/articles/limo-rental-new-york/	3 d ago
+ ny limo	C T Local	2	150	60	1.62	8	+4	0	12 - 9	+3	https://executivelimousine.org/	1 d ago
+ limo nyc	C T Local	3	150	56	1.69	7	+3	0	11 - 9	+2	https://executivelimousine.org/	4 d ago
+ jones beach christmas lights	I Local	3	400	2	0.20	7	+7	0	26 - 11	+15	https://executivelimousine.org/magic-of-lights-jones-beach-2024/	3 d ago
+ party cars	I C	3	50	3	1.01	6	+1	0	4 - 3	+1	https://executivelimousine.org/specialty-vehicles/	23 h ago
+ limo rental nyc prices	I C T Local	2	60	0	1.26	6	+3	0	7 - 4	+3	https://executivelimousine.org/articles/limo-rental-new-york/	1 d ago
+ how much is a limo rental	I C	3	600	5	0.66	5	+2	0	15 - 12	+3	https://executivelimousine.org/articles/limo-rental-new-york/	5 d ago
+ limos	C T	6	1.5K	63	1.34	5	+5	0	x - 18	New	https://executivelimousine.org/	1 d ago
+ limo services nyc	C T Local	4	90	58	1.84	5	+2	0	10 - 8	+2	https://executivelimousine.org/	1 d ago

After Design Me

2,700 Total Keywords Ranked For

Overview: executivelimousine.org/ NYC & Long Island Limousine Service | Executive Limousine

Monthly volume | All locations | Best links | Changes: Last 30 days

Backlink profile		Organic search	
DR ⁱ	UR ⁱ	Keywords ⁱ	Traffic ⁱ
32 -3	33	2.7K +54	1.9K +81
AR 3,919,908 ▼1,167,852		Top 3 33 -11	Value \$2.3K +181

Backlinksⁱ: 1.6K +133 (All time 21K)
 Ref. domainsⁱ: 323 +18 (All time 1.9K)

584% INCREASE!

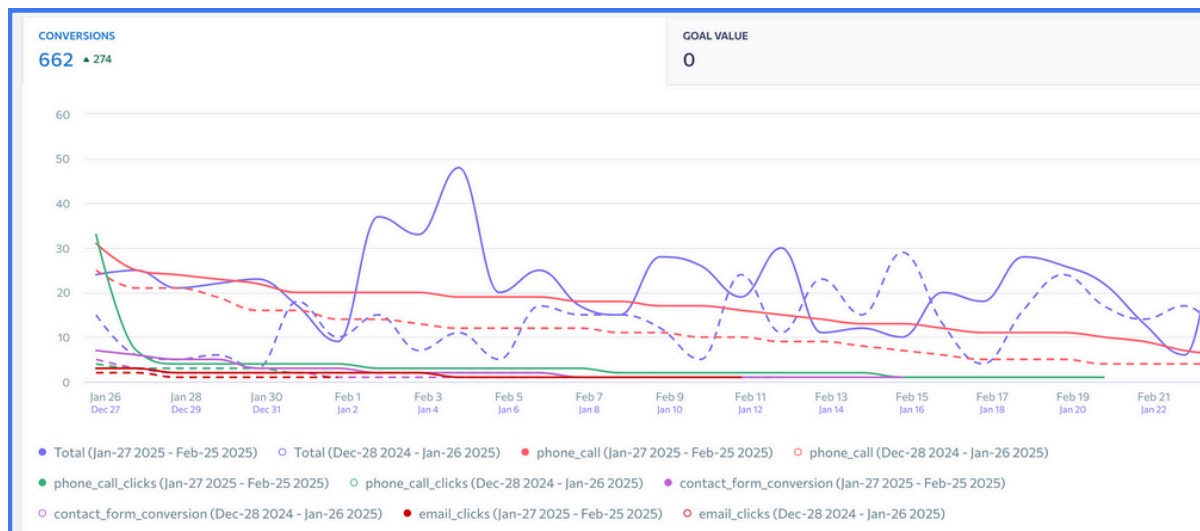
Contact Us

(855)969-5541

375 Commack Rd., Deer Park, NY 11729

contact@designmemarketing.com

www.designmemarketing.com



Look At These Results!
LEADS LEADS LEADS!

Contact Us

(855)969-5541

375 Commack Rd., Deer Park, NY 11729

contact@designmemarketing.com

www.designmemarketing.com



GIVE US A CALL OR
BOOKING NOW!

Contact Us

375 Commack Rd., Deer
Park, NY 11729



(855)969-5541



contact@designmemarketing.com



www.designmemarketing.com