

SEO Case Study

Extreme Hyper-Local SEO

Sullivan Solar Power

SullivanSolarPower.com

\$2500 Monthly Budget

8000+ Ranked Keywords

670 Page 1 Keywords

Sullivan Solar Power is a nationally recognized Inc. 5000 brand and named one of the **fastest-growing private companies in the United States**. Sullivan Solar Power recently recorded 3 straight years of 200% growth.

With a territory limited to San Diego County and some reach into neighboring Riverside and Orange Counties, this was a **locally focused SEO project**. Due to the relatively high average cost of a residential solar power system (~\$27,000) and long warranty period (~20 years) residential solar customers tend to select local installers to provide a higher level of quality and support over national brands.

A large unaddressed gap was discovered in local SEO just under the “San Diego” level. While Sullivan’s local competition were competing for broad search terms targeting “San Diego”, they were missing the fact that San Diego, like most large cities, is made up of many smaller communities. There was no competition for keywords at the community level which had the highest converting traffic. The **SEO strategy** was to target smaller communities with a content, linking and citation approach, starting with communities closest to Sullivan’s Google My Business address and moving outwards.

The reason this strategy is considered “**extreme**” local SEO is that in some cases areas were targeted down to individual street names. Although it is unlikely a search visitor would use their own street name as a keyword, Google’s local search algorithm would recognize the proximity to the searchers location and prioritize the page over those targeting a broader area.

At its peak, Sullivan’s organic search was generating over **\$30 million in annual sales**.

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