

# How Moz Helped Coalmarch Boost Local Organic Traffic for their Clients by 15% in Only 4 Months



**COALMARCH  
PRODUCTIONS**

Coalmarch Productions is a digital marketing agency that builds websites and manages inbound marketing primarily for pest control, lawn care, plumbing, HVAC, and other home service companies.



**MOZ**  
PRO

An all-in-one SEO toolkit:

Keyword Explorer to identify & track high-value local keywords

Link research to grow high-quality organic links in local markets

Rank tracking to measure SEO impact of clients & competitors

## Challenge

As a small agency, Coalmarch needed to use limited resources efficiently to make local clients successful at scale.

### Requirements

- Single reliable SEO tool
- Tool that scales to business growth and streamlines the work of the team

## Solution

Moz Pro enables the success of every Coalmarch campaign by tracking high-value keywords, measuring page performance and prioritizing KPIs their clients care about, such as local visibility.

## Results



**150%**  
increase in search  
visibility since 2012



**46%**  
reduction in new link  
acquisition time



**\$8,000**  
savings in 2018

## Making local SEO clients successful at scale

In 2012, Coalmarsh Productions had one inbound marketing specialist on their team. As a small agency, they needed to use their limited resources efficiently to make their local clients successful at scale.

For Laura Simis, Associate Director of Organic Strategy at Coalmarsh, having a single reliable SEO tool is non-negotiable. A tool that scales with her business's growth and streamlines the work for her team is integral to the way Coalmarsh functions and helps its clients.

Moz Pro is her tool of choice.

## Tracking and reporting features make it easy to keep tabs on client and competitor performance

Moz Pro enables Laura and her team to see how customers are searching for their clients' services, measure search visibility against direct competitors, and track page performance.

Laura also makes prolific use of Link Explorer, which allows her to analyze competitor links, identify link opportunities, and track her link building progress. Coalmarsh uses this information to keep their clients competitive in highly localized markets.

## Increased traffic, improved link quality, and overall cost savings

Coalmarsh uses Moz Pro to report on their clients' top 10 keywords and make strategic shifts based on trends. In just four months, they boosted organic traffic across the board by an average of 15% and improved their clients' average keyword ranking by four positions.

Coalmarsh's flagship sister company, Triangle Pest, boosted their search visibility by 150% since 2012 and continues to grow their site traffic by an average of 2,800 users every month.

Link Explorer has helped Laura and her team reduce the time it takes to acquire new links by 46%, and increase the average Domain Authority of newly acquired links to a score of 60. Coalmarsh has also saved an estimated \$8,000 in 2018 alone by canceling subscriptions to redundant link building software.

Best of all, Moz Pro gives Laura and her team all the data and flexibility they need to continue ensuring client success. Moz Pro has been Coalmarsh's SEO tool of choice since 2012, and it is the only tool that continues to meet her agency's needs year after year.

"Time and budget are two challenges every agency faces—there's never enough to go around. Being able to rely on a tool that made task execution faster and scalable was crucial."



**Laura Simis**

Associate Director of Organic Strategy  
Coalmarsh Productions

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